

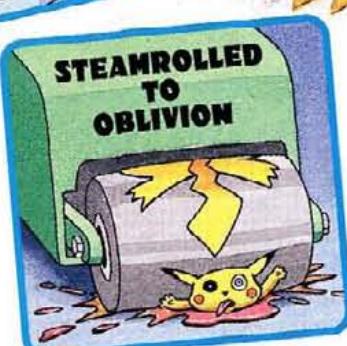
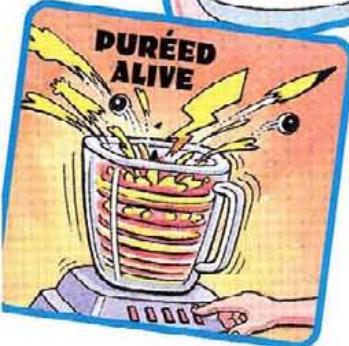
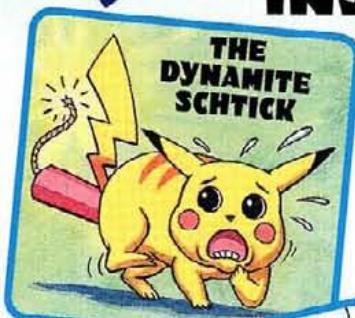
RICKY MARTIN • NASCAR • TARZAN • AUSTIN POWERS



MAD

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HOW
SHOULD WE
KILL
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VOTE
INSIDE!



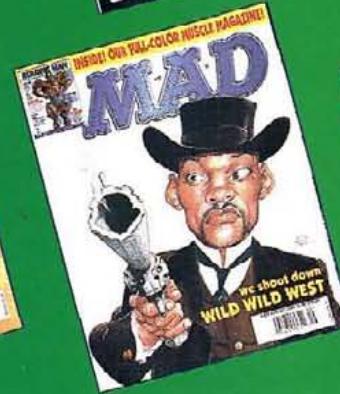
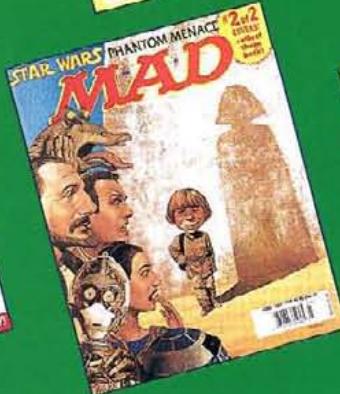
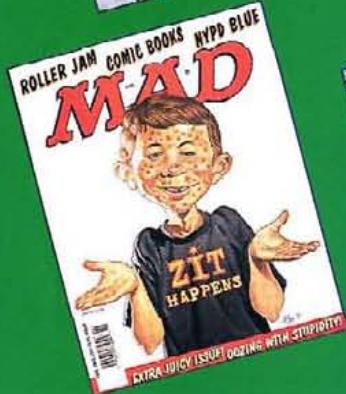
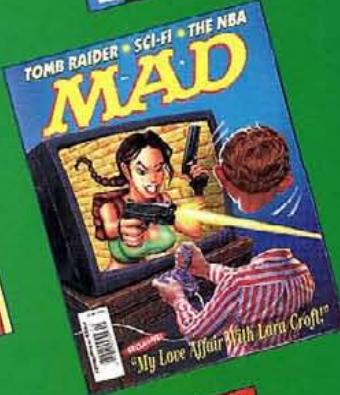
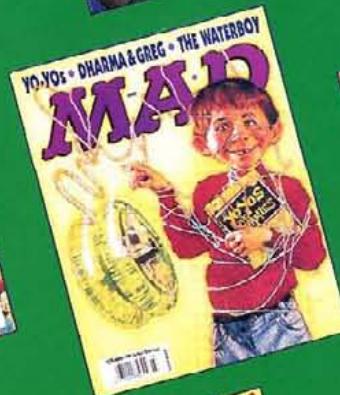
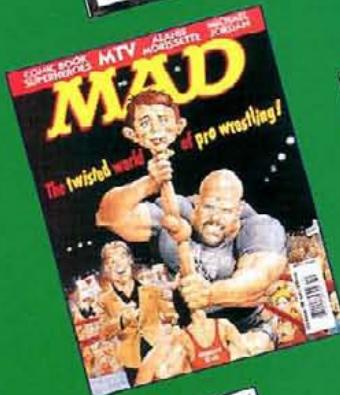
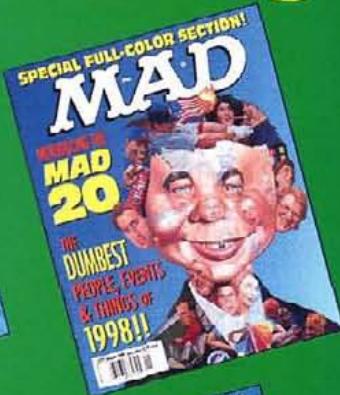
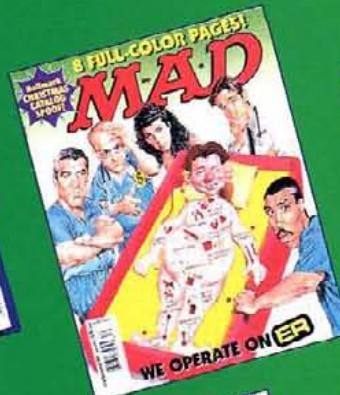
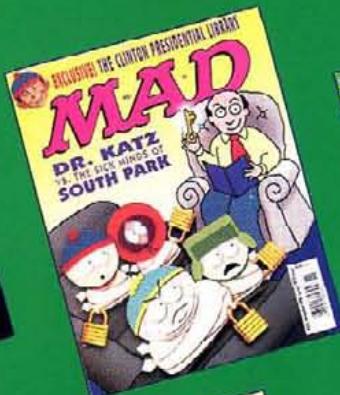
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Fall 1999

TALES CALCULATED TO DRIVE YOU MAD

HUMOR IN A JUGULAR VEIN

MAD

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Of course, if you can't find any of these 15 periodicals at your newsstand, then you **MUST** buy Tales Calculated to Drive You MAD #7!

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WARNING: This full-color Spectacular is **ONLY** available at newsstands, bookstores, comic specialty shops and other retail outlets! It is **NOT** part of the series sent to MAD Super Special subscribers!

1996: Last color taken for little "awareness" ribbons

1991: McDonald's Silence of the Lambs Happy Meal tie-in flaps

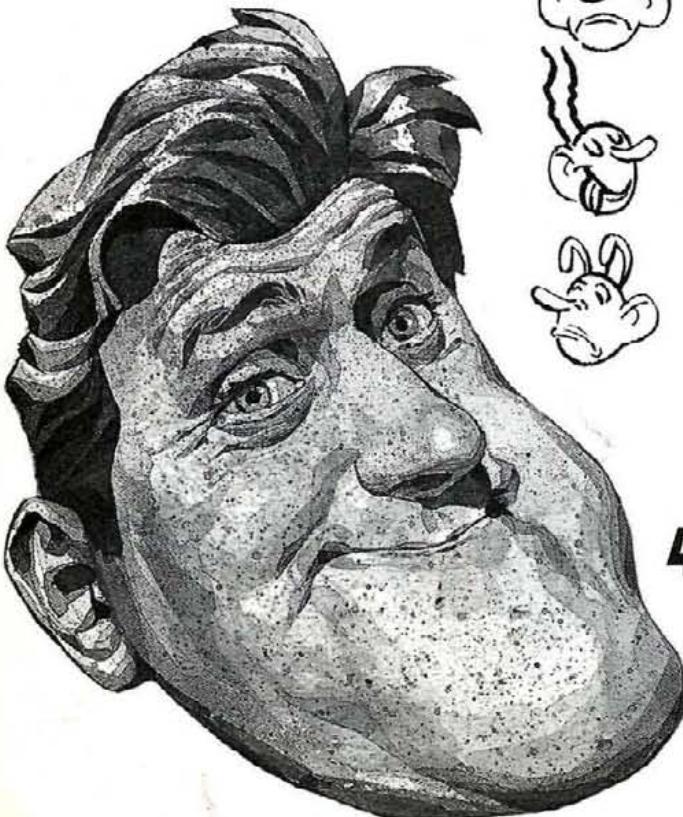
1983: First under water bowling tournament held

1979: Alvin Thomas Moore invents the ATM

THIS MONTH IN HISTORY

SUN	MON	TUES	WED	THURS	FRI	SAT
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

1954: J. Edgar Hoover first window-shops at local lingerie store



MORE DEPARTMENTS

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A MAN'S OHM IS HIS HASSLE DEPARTMENT:

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MARGINAL THINKING DEPARTMENT:

"Drawn Out Dramas" by Sergio Aragones **Various Places Around the Magazine**

"Nepotism is when the corporate ladder is built from the lumber of your family tree!"





LIVIN' LA VIDA LOCOMOTIVE

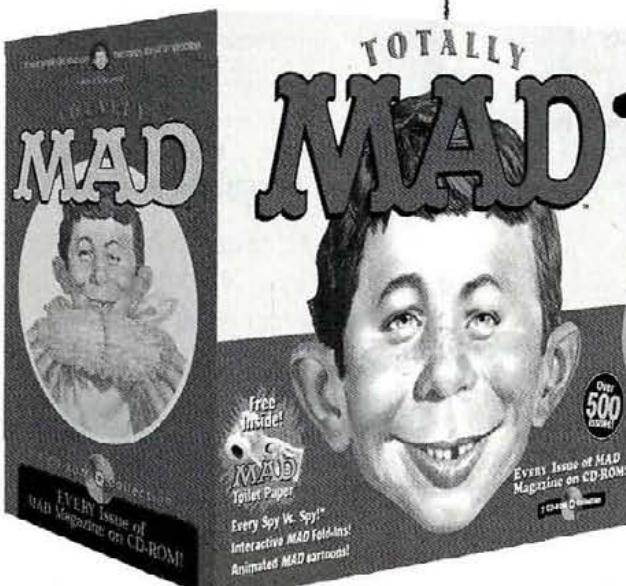
I am including a tip to my fellow commuters. Reading a MAD Magazine on the train guarantees you will have a seat to yourself. Laughing while reading MAD Magazine means not only having a seat to yourself, but also having the seats in front of you, in back of you and across from you empty as well.

Charles Yves, Danbury, CT

Chuck Wagon — We have a commuting tip for you — try reading your next issue of MAD with no pants on — we can pretty much guarantee you'll have the entire car to yourself! Happy trails! —Ed.

MAD MUMBLINGS @aol.com

Voices look rather amusing when you put a little hat on them — Gecko4797...One word: astrophotology — MunkCheze... Whoever gives their bologna a first name is pretty screwed up! — MoeJoel7...Give me immortality or give me death — Krim jtil...I stapled my tongue to the wall! — IvyCATS...I want to be a pineapple when I grow up, I find them sassy — BOBJ42...Do artichoke hearts beat? — HellMack2...Leave Kenny Rogers alone — Slayer4433... The strudel is out there — GoodBik.



FADE TO GREY



It seems like there's a MAD winner every year at the National Cartoonist Society's award dinner! This year, MAD newcomer Grey Blackwell walked off with the Newspaper Illustration plaque and thanked the "Usual Gang of Idiots" for their support and encouragement. While there was some grumbling at the dinner that the voting was fixed (promises were made, gifts were exchanged) we nonetheless offer Grey our sincerest congratulations! Fa fa fal!

STAR BORES

In issue #383 you made fun of *Star Wars: The Phantom Menace*. Thank you! You guys are the best. I saw the movie and it sucked. It was just so lame. No offense to *Star Wars* fans, but you guys are pretty stupid to waste money to buy those toys. I have nothing against *Star Wars*, but the movie just sucked, yet you people will probably watch it 10 times a day.

Iris Wong, Ontario, Canada

Iris — We've taken the liberty of forwarding your letter to Mr. Jar Jar Binks for further comment. Mr. Binks replies: How wude! As we say in Naboo, licksa me-sa! —Ed.

This is in reference to the two *Star Wars* covers on issue #383. It is the third time that you guys have done this cheap, money grubbing action just to sell more copies of your rag. We are the true collectors, the ones who have been with MAD from its starting, issue number one, 1952. We feel you should give us a break, and not make us go to the newsstand (letting people see we actually read MAD) and buy the second issue at full price. You did not do this with the *Batman* issue (#359), you sold them to us at a reduced price, making us believe that we were getting a deal. Then the crummy *South Park* issue (#371) hit the stands and you made us buy a second copy. Shame on you! Again, you have done it to us with *Star Wars*. I have enclosed my receipt for the second issue of the *Star Wars* issue. If you believe in us die-hard collectors, and want to be fair, send me back the \$3.19 that I had to put out extra for the same junk that I already have a subscription for. I surely would appreciate it.

Stephen Gordon, Reseda, CA

Gordo — When you're right, you're right. You are entitled to a full \$3.19 refund which we will gladly send you upon receipt of your cash, check or money order for \$9.50 to cover postage, handling and administrative costs! —Ed.

TAKING AN INTERN FOR THE WORSE

Best wishes to our 1999 summer interns Kenny Byerly and Jacob Lambert. We send them off with our thanks, but wonder what happened to all those staplers, erasers and Post-it notes!



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DEAD POKÉMON WALKING

VOTE NOW!

As promised on our cover, here is your chance to vote
how that pesky Pokémon should meet his demise!



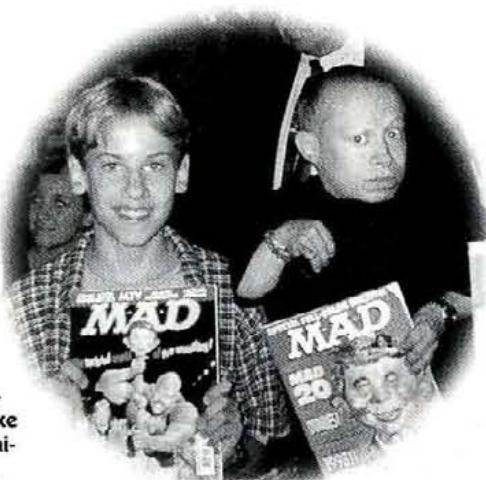
You can vote by visiting
our website www.madmag.com or by sending
a postcard to: Kill That
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often and remember,
don't drink and vote! All
votes must be received by
November 1st, 1999 in order
to meet the execution date!

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- The Old Flusheroo
- Pureed Alive
- Steamrolled To Oblivion
- The Six-Gun Salute
- UPC "Accident"

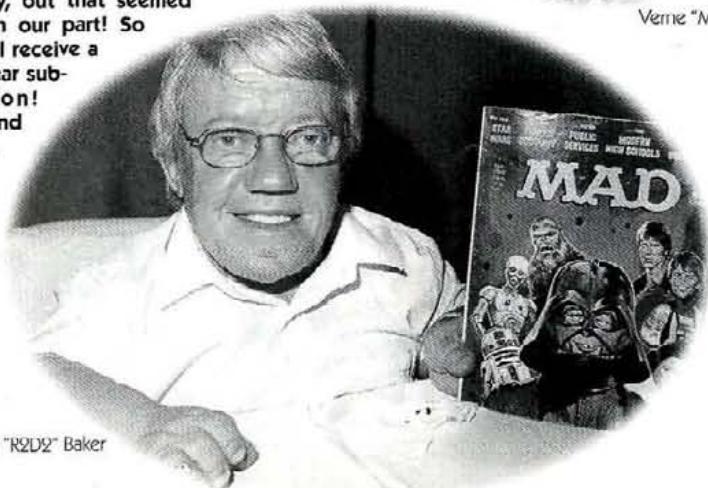
MAD CELEBRITY SNAPS

This month we bring you two of the smallest stars from 2 of the summer's biggest movies! Congrats to Matt Tracey of Winnetka, IL and Mike Manikowski of New Baltimore, MI for making short work of a tall order in capturing photos of *Austin Powers*' Verne "Mini Me" Troyer and *Star Wars*' Kenny "R2D2" Baker, respectively. We thought about giving Matt and Mike 1 1/2-year subscriptions each, because technically, they only sent in, like, half a celebrity, but that seemed small on our part! So each will receive a three-year subscription!

—Ed. and
Mini-Ed.



Verne "Mini Me" Troyer



Kenny "R2D2" Baker

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the usual gang of idiots

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FROM FAR TO WORSE DEPT. PART I

Back in the 1950s, seeing the words "MADE IN JAPAN" on a product meant one thing – it was a cheap piece of garbage! But by the 1970s, Japan's computers, cars, stereos and other imports were the highest quality in the world. But there's one area where good ol' American know-how reigns supreme: Cartoon shows! Don't believe us? Maybe you should check out the latest crudely-drawn garbage from our friends in the Land of the Rising Sun! You'd think it was 1950 all over again! They say it's the latest fad! We say it's just a...

Each one of us a lame-ass pest,
Just a dorky twit,
No one would have ever guessed
Our show would be a hit

Our Game Boy junk and trading cards
Sell across the map
All bought by parents of retards
Who "have to" own this crap!

Hokéycon!
Flavor of the week!
Expensive trash!
Latest fad to take your cash!



As we join Ass, Musty and Crock, the three friends are about to enter Starport Forest, on their quest to Khaki Town...um, or else they're heading AWAY from Khaki Town...er, hold it!

Maybe they're traveling to Mount Greylock! Aarrgh!
That's the problem with this herky-jerky animation – every scene looks exactly alike. All I know is I've seen that same friggin' tree 20 times already!



The hero of our adventure is Ass! However, the only way you can TELL he's the main character is because he's in the middle. Otherwise, the three lumps have the personality of a doorknob!



Who am I? I'm the invisible voice who reads stuff between scenes so the American producers who bought this cartoon can chop up scenes from different episodes and slap them together in random order! Not that it makes any diff—



Professor, tell us – is there REALLY a super-rare 151st Hokéycon?

That is a mystery whose answer can only be revealed at the appropriate time!

When's that?

About five seconds after we've sold the very last pack of Hokéycon cards! Until then, keep looking, you drooling gorks!



I see your regular HokéyBalls! But do you have the UltraBall, to catch the most powerful Hokéycons?

Yes, Professor!

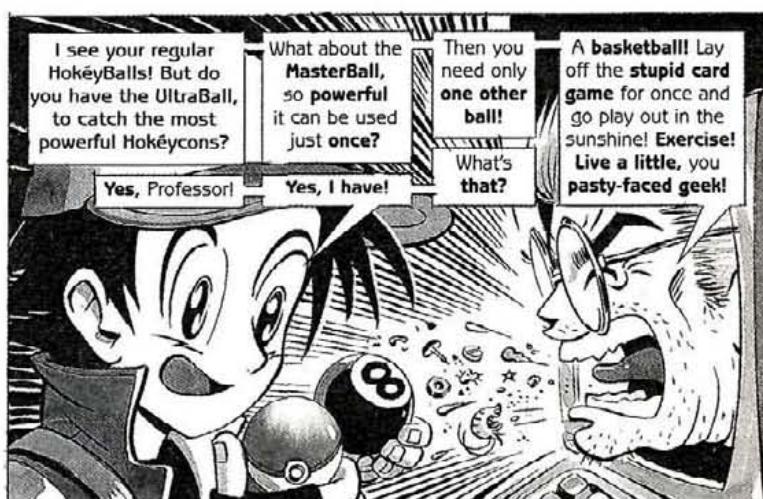
What about the MasterBall, so powerful it can be used just once?

Yes, I have!

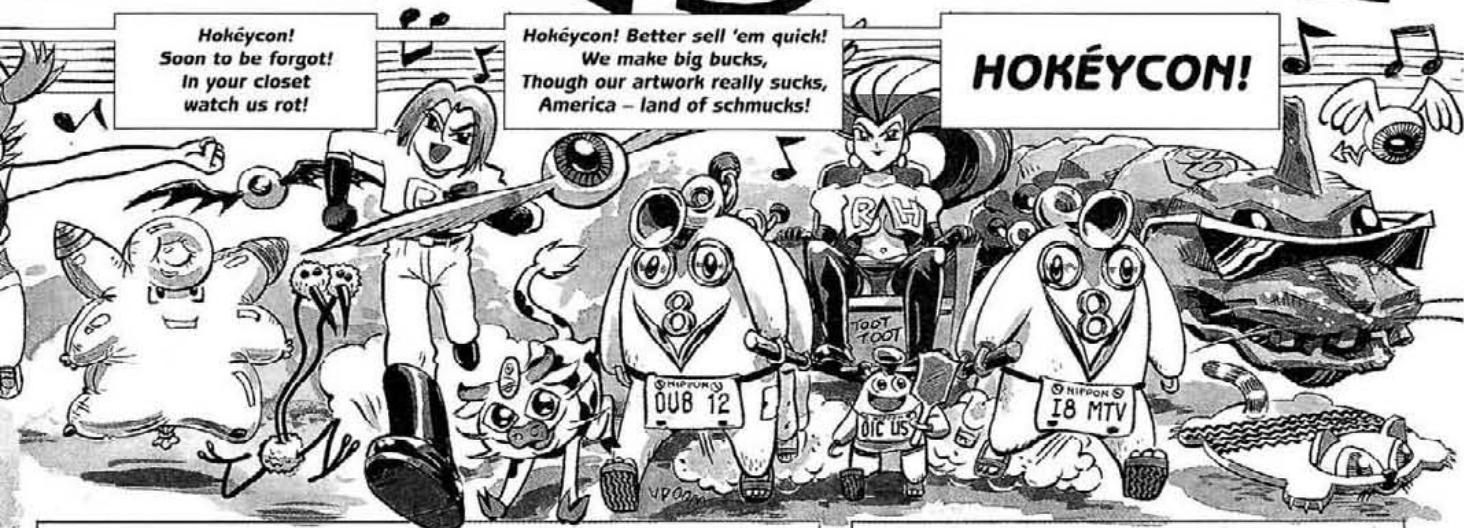
Then you need only one other ball!

What's that?

A basketball! Lay off the stupid card game for once and go play out in the sunshine! Exercise! Live a little, you pasty-faced geek!



HOKÉYCON



On Monday's show we walked around looking for Hokéycon! On Tuesday's show, we walked around looking for Hokéycon!

Wednesday, Thursday? Walked around looking for Hokéycon!

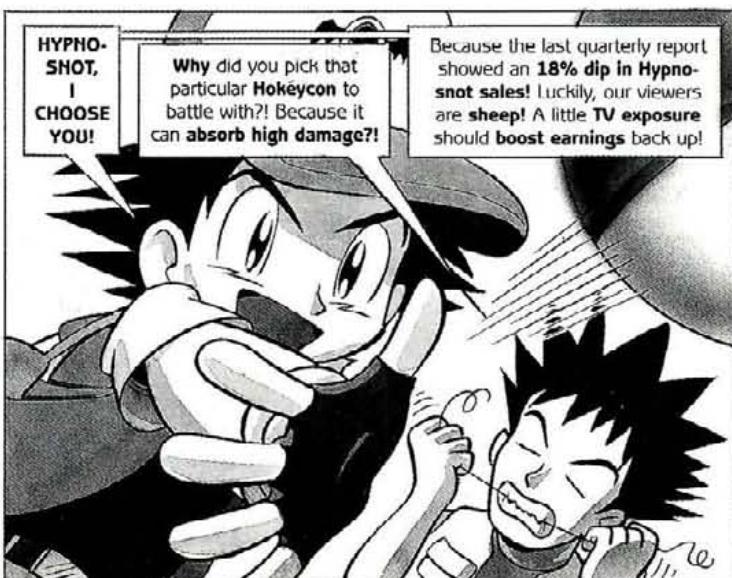
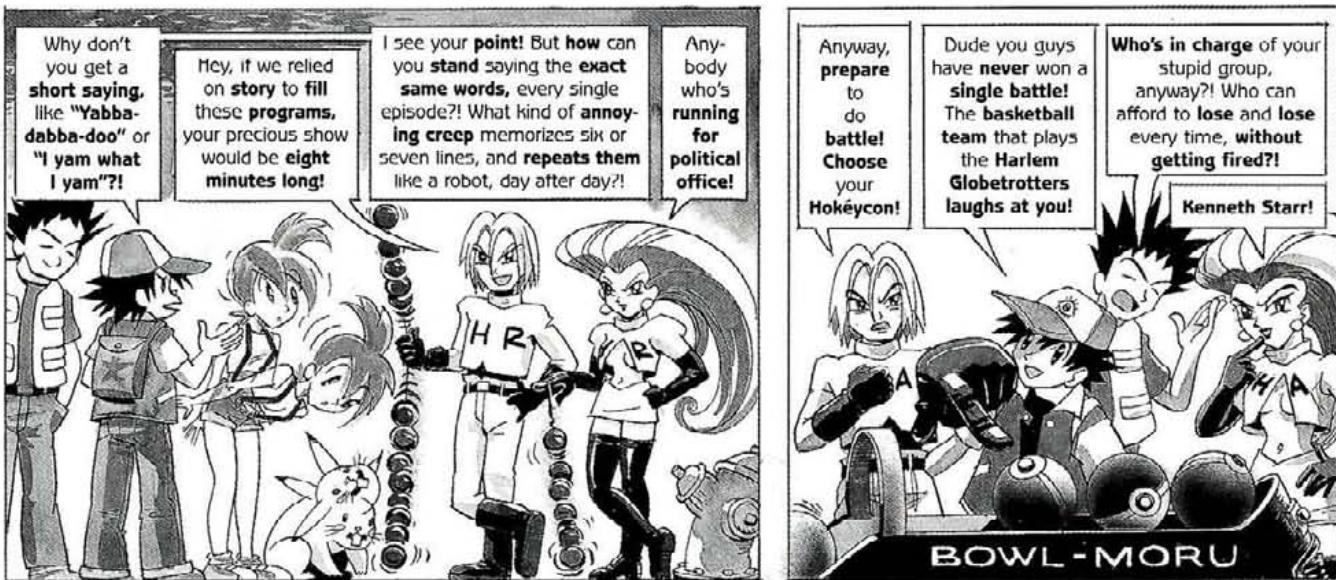
Yes, but we provide a valuable service! This cartoon is for viewers who can't take the heart-stopping suspense of a typical episode of Scooby-Doo!

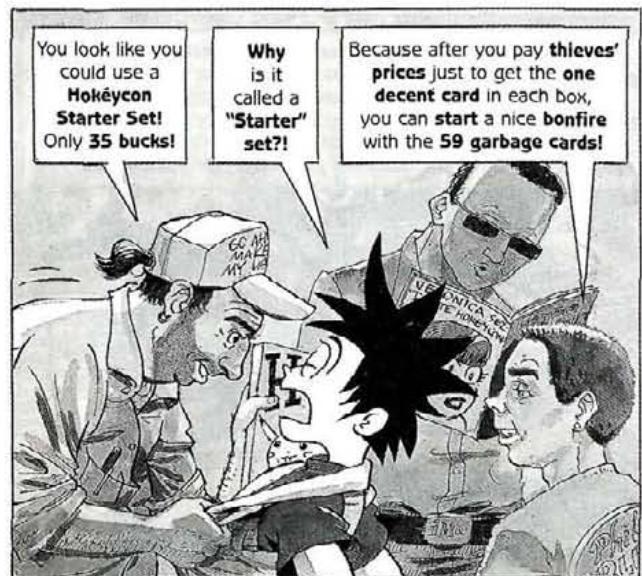
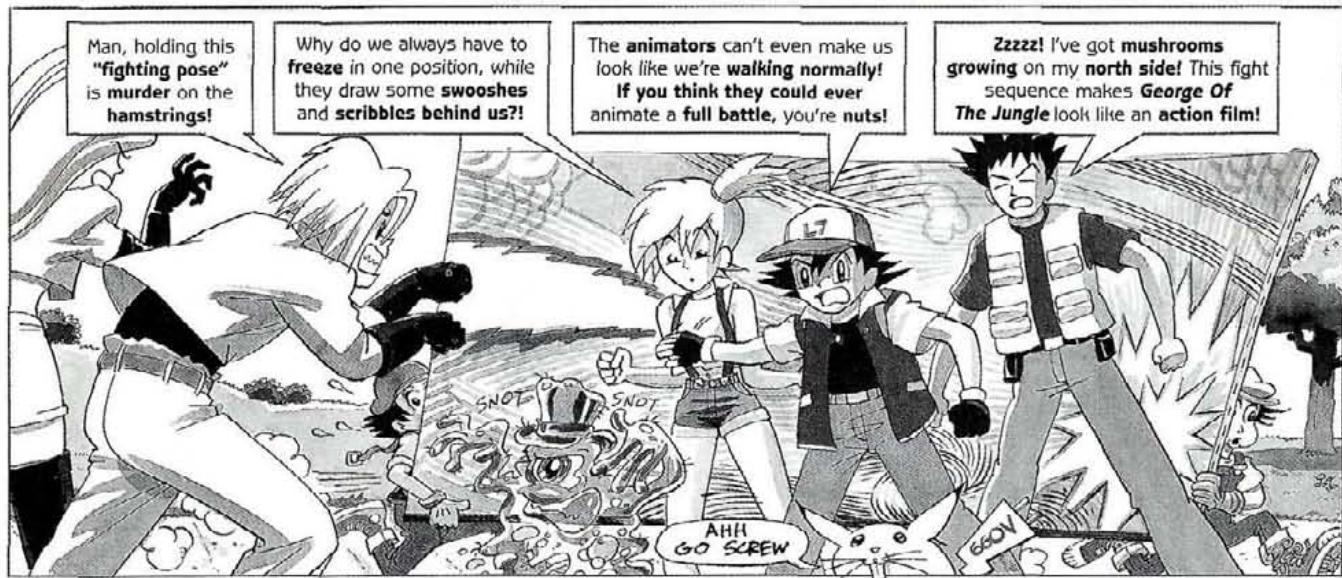
Can't we break up the "walking around" monotony with one of our trademark "stand around talking to someone" scenes? Let's videophone the number one Hokéycon expert!

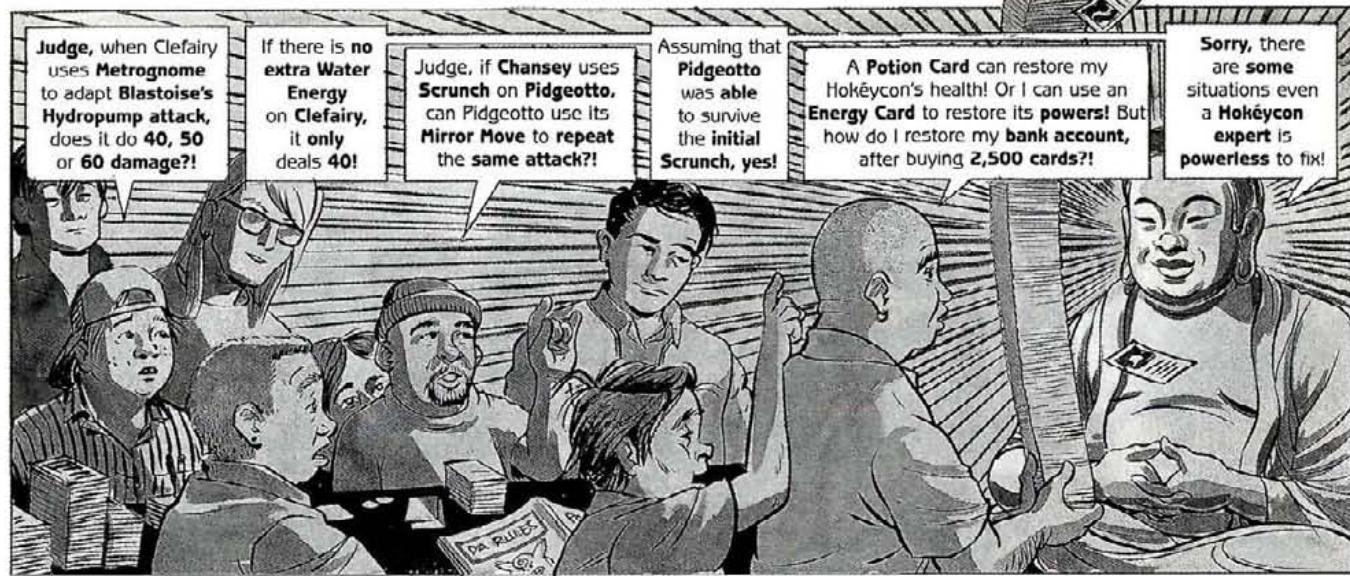
Fortunately, I'm signed up with MCI's "Friends and Mutating Monsters" plan!

HOW'S BY YOU?







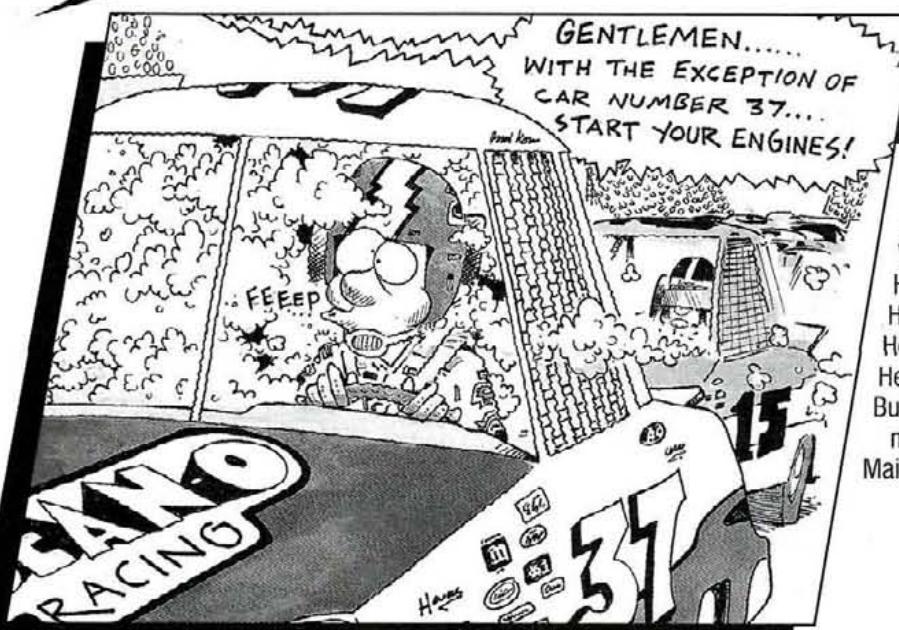
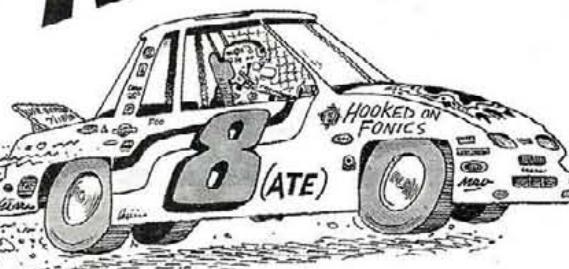




Not too long ago, if you asked someone to describe the typical NASCAR fan, they'd say, "A fat, lazy, slack-jawed, toothless yokel sitting in his lounge chair with a beer in one hand and a cigarette butt in the other." (Ironically, that's the exact same answer people give when you ask them to describe the typical Jerry Springer viewer, the typical wrestling fan or the typical MAD reader!) But over the last few years, NASCAR has grown exponentially, to the point where it even has fans who know what "exponentially" means! And, more importantly, it's now popular enough for us to make fun of! So, gentlemen, start your engines. Here's...

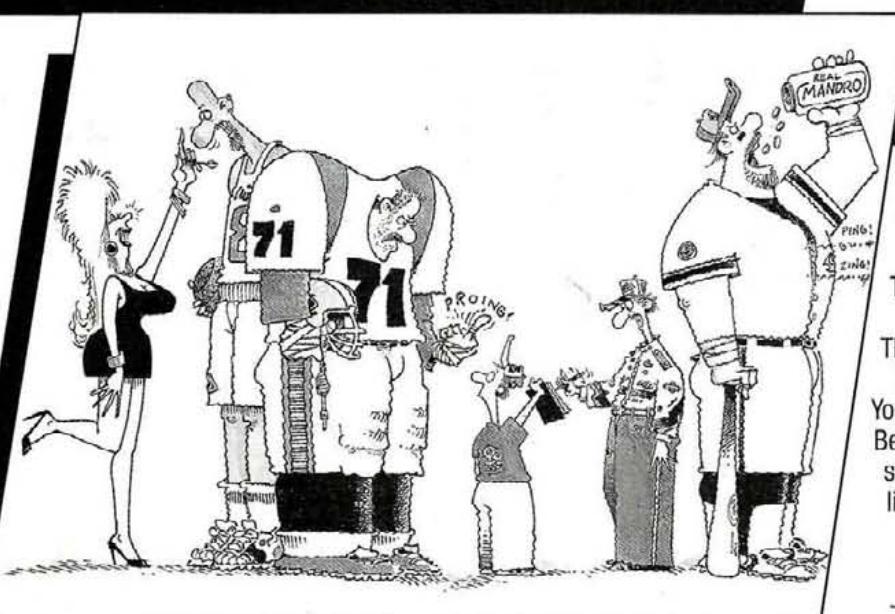
MAD's NASCAR

PRIMER



CHAPTER 1 The Driver, Part I

See the NASCAR driver. His job is very demanding. He must drive his car very fast. Vroom! Vroom! Vroom! He must avoid collisions. He must avoid hitting the wall. He must avoid lengthy pit stops. He must avoid being lapped by the leader. But there's one thing he must avoid more than anything else. Mainly, eating Mexican food just before the race.



CHAPTER 2 The Driver, Part II

See the NASCAR driver. People say he isn't a real athlete. They say he doesn't run and throw like athletes in baseball. They say he isn't big and muscular like athletes in football. They say he isn't toned and conditioned like athletes in basketball. You know why else he isn't a real athlete? Because he isn't a whining, selfish, swell-headed prima donna like they are in baseball, football and basketball.

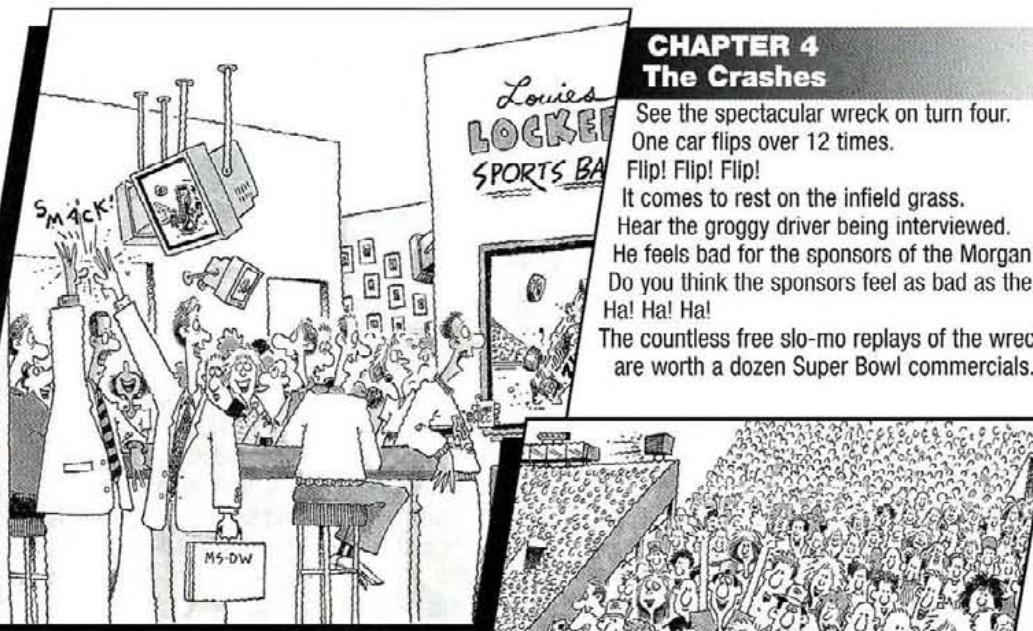




CHAPTER 3

The NASCAR Owner

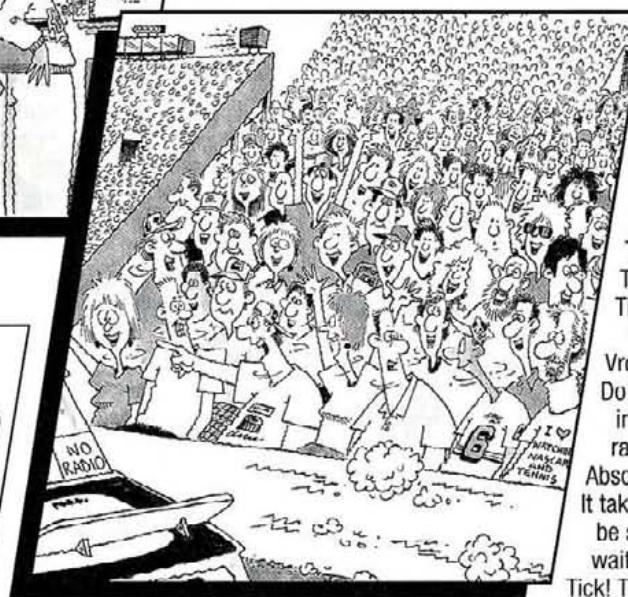
Pity the NASCAR owner.
He's always nervous.
Now his car is in the lead.
Now it's shuffled back in the pack.
Now it's spinning out of control.
See it collide with other cars.
Crash! Bang! Smash!
See his car towed into the pits.
Is a mess.
Ever wonder what it's like to be a NASCAR owner?
Just try this some time:
I into a Manhattan parking garage.
I hand your keys to the attendant.



CHAPTER 4

The Crashes

See the spectacular wreck on turn four.
One car flips over 12 times.
Flip! Flip! Flip!
It comes to rest on the infield grass.
Dear the groggy driver being interviewed.
It feels bad for the sponsors of the Morgan Stanley-Dean Witter Ford.
Do you think the sponsors feel as bad as the driver?
Ha! Ha!
The countless free slo-mo replays of the wreck on *SportsCenter*
are worth a dozen Super Bowl commercials.



CHAPTER 5

The Fans

See the crowd in the grandstand.
They are avid NASCAR fans.
They watch cars circle the track
for four hours.
Lap! Lap! Lap!
They watch the spinouts.
They watch the fiery wrecks.
They watch their favorite driver
vie for position with his rivals.
Vroom! Vroom! Vroom!
Do they ever get bored just sitting
in the stands watching cars
race for four hours?
Absolutely not.
It takes their minds off the fact they'll soon
be sitting in the parking lot for *six* hours
waiting for their own cars to move.
Tick! Tick! Tick!



CHAPTER 6

The Legend

See the NASCAR legend.
He grew up in the sport.
He's won countless NASCAR titles.
He loves to spin folksy tales about the good ol' days of NASCAR.
He loves to answer fans' questions about NASCAR.
He loves to spread goodwill for NASCAR.
He must really love NASCAR!
Are you kidding?
He loves the appearance fees for doing all of this on QVC.

CHAPTER 7 The Sponsor

See the NASCAR sponsor.

See him in his luxury box.

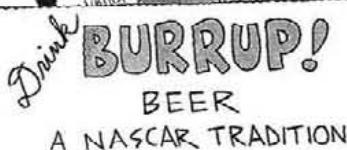
He likes working with NASCAR.

His logo on a race car (going 200 miles per hour) sells his product.

His logo on the driver's suit (which protects the racer in a fiery crash) sells his product.

His logo on the driver's helmet (which protects the racer's brains in a collision) sells his product.

Can you think of a better way to convince a nation of speed fanatics to drink your beer?



MAD'S NASCAR PRIMER



CHAPTER 8 The Pit Crew

See the pit crew.

They are the "key" to victory.

They have great teamwork.

See them change four tires in 18 seconds.

Flick! Flick! Flick! Flick!

See them fill the gas tank in 10 seconds.

Glub! Glub! Glub!

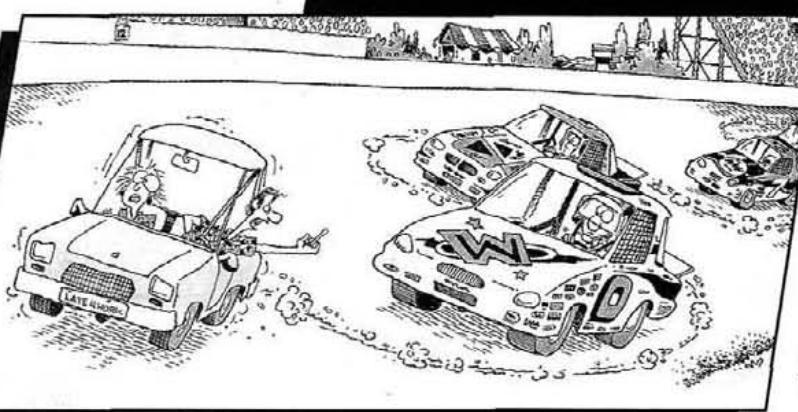
See them fix an engine problem in under a minute.

Klink! Klink! Klink!

They are sponsored by a national chain of muffler shops.

You know the one.

Your car's been there for two weeks waiting for a part to come in.



CHAPTER 9 The Race

See the cars whip around the oval.

See them inches apart going 200 MPH.

That's racin'.

See them three wide on the turns.

That's racin'.

See them "swap paint" on the straightaways.

That's racin'.

See them tap bumpers to cause a spin.

That's racin'.

See the fans trying these same moves on the parkway.
That's *road rage*.



CHAPTER 10 The Sounds of NASCAR

Hear the blaring public address announcer:

"GENTLEMEN, START YOUR ENGINES!"

Hear the powerful roar of the cars:

"VAROOOOOOOMVUAROOOOOOOOOOOO!"

Hear the 150,000 fans cheering for their favorite drivers:

"YEEEEEEEEEEEEEEEEEEEEEEEEAAAAAAAALAAAAAH!"

Hear the organized pandemonium of the pit stop:

"TZZZIIIIINGTAPAPAPAPAPTAPAPTZZZZZZING!"

Hear the sickening din of a high-speed collision:

"BAAVARAMASKRAMNURSHFTUNTINKBVAAAUUURK!"

But what's the loudest sound at a NASCAR race?

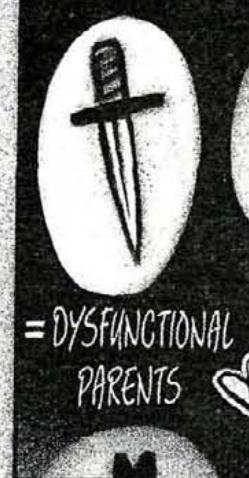
That can be heard in the owner's office.

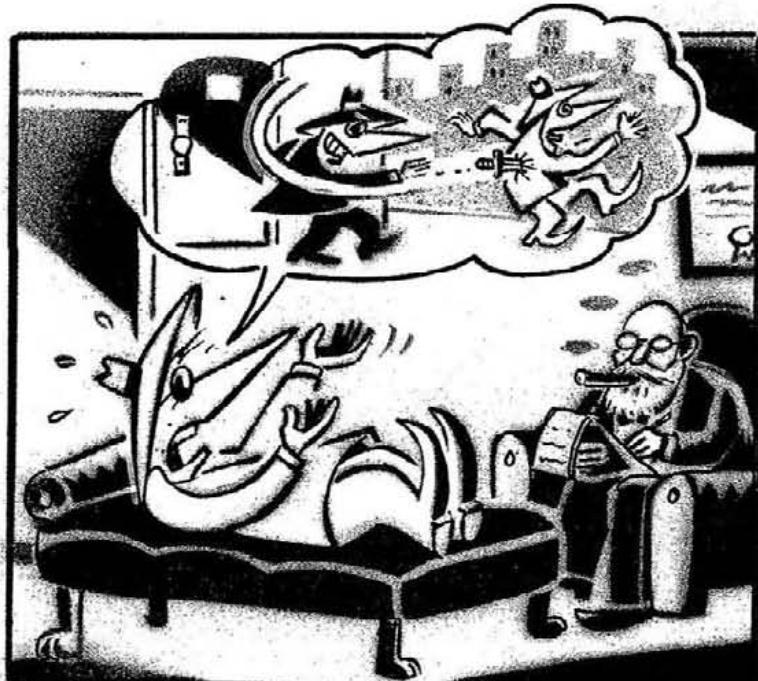
It's the sound of money:

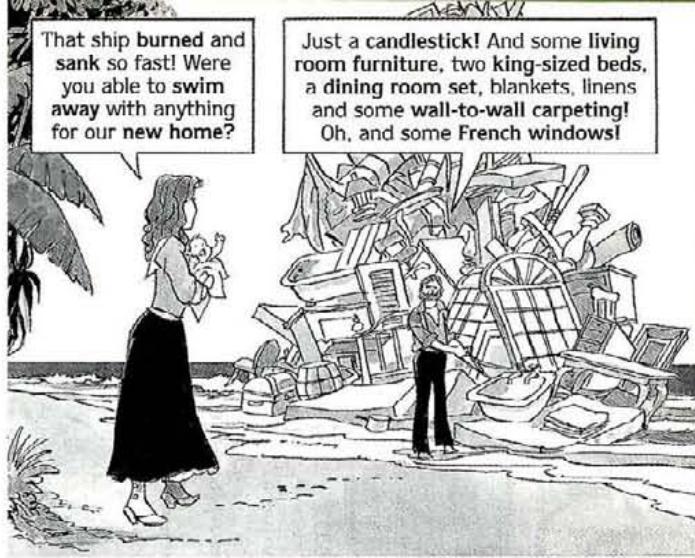
"KA-CHIIIIIIIIING!"



JOKE AND DAGGER DEPT.







The screens you put up are keeping out the mosquitoes!

Yes, but unfortunately the door I put up isn't keeping out this killer leopard!
HIE-EEEEEE-LLLL-PPPPPPP!!!!

Forget how to say "Da-da" and "Ma-ma," son! Learn how to say "Orphan"!

HOLLYWOOD & VINES DEPT.

And so begins the Disney version of the Lord of the Apes saga. We tell you this because Disney, being Disney, totally sanitized this classic story and made it politically correct. She Jane! We sick! He...

TARZANY

Now I've aged another five years, but my diaper smells like it's aged 50 years!

There! I'm fully grown! And by some strange miracle, I'm still clean-shaven! It's great to grow into an adult male and never have to shave!

This looks like a perfect place to set up camp so we'll be able to see big, hairy apes close up! And they better be close up because my vision is somewhere in the 2000/2000 range!

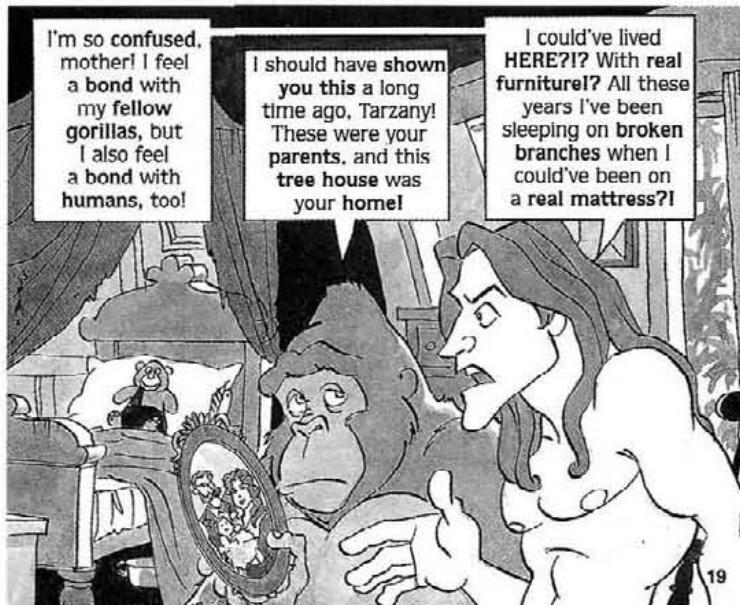
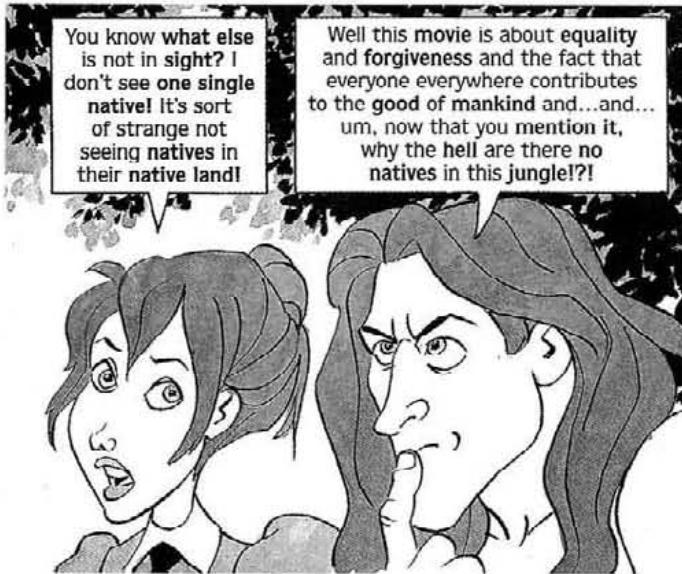
Too bad your IQ is in the 20/20 range, Father! So, this is the jungle! I hope I'm not overdressed! I got all my fashion tips for this trip from my good friend, Mary Poppins!

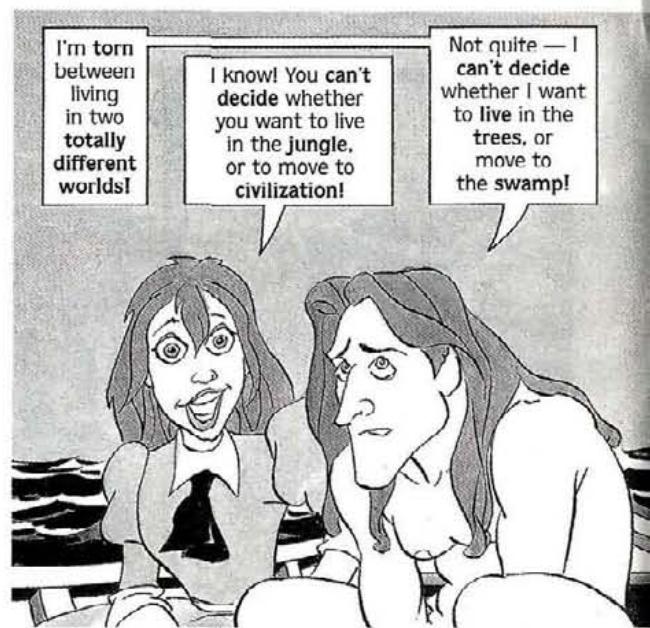
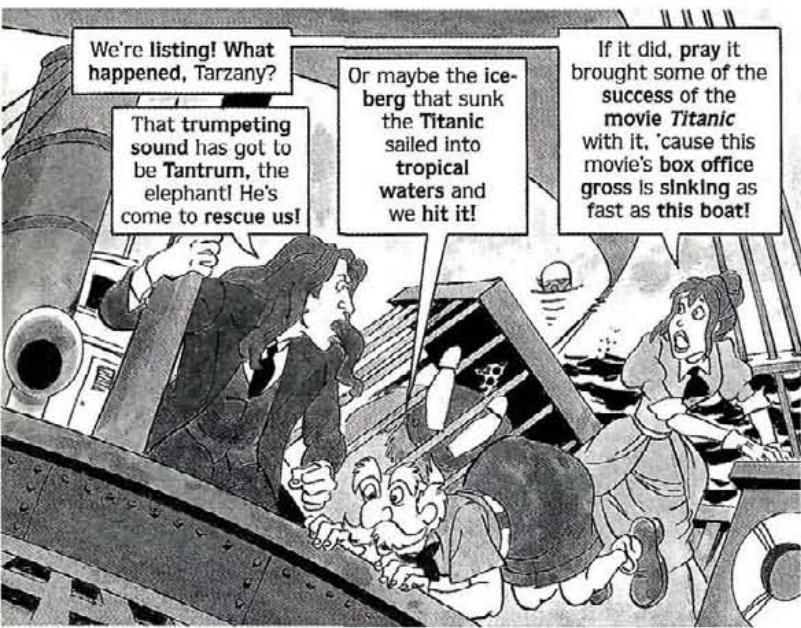
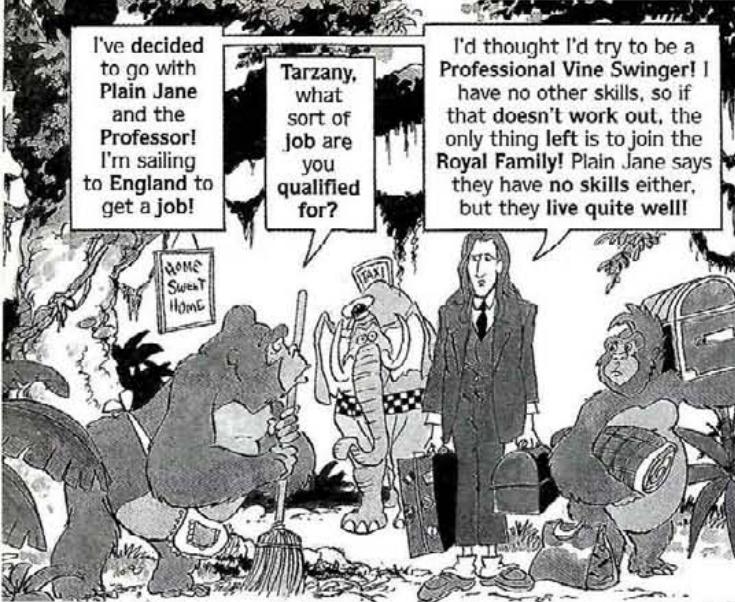
I can't wait till I get my hands on some wild animals! For photographic purposes only, of course! It's rumored that I poach animals, but that's ludicrous! Fry, bake, boil...yes! But I never, EVER poach 'em!

NO SURF BOARDING ALLOWED

Tones









It's the legal battle of the century that doesn't involve the words "Kato," "planted DNA" or "Mr. Fung"! United States prosecutors are going after Microsoft for illegal business practices, and you can bet they'll be arguing this sucker until it reaches the Supreme Court — just in time for Windows 2032! And guess who ultimately pays for this legal fiasco? Hint, hint: Who **ALWAYS** pays? But why should we fork over the dough for some judge to decide whether Bill Gates gets to keep his \$60 billion, or has to survive on a paltry \$25,000,000,099.95? Let's get it all over in half an hour by...

SETTLING THE MICROSOFT MONOPOLY LAWSUIT ON

JUDGE JUDY

You are about to enter the courtroom of Judge Judith Sheindlin! The people are real. The cases are real. The judge is real annoying! The rulings are final! This is her courtroom! Back off, bozo! This is Judge Judy!

All rise in the matter of the *United States versus Microsoft!*

The accuser, David Boies, says Microsoft broke the law by misrepresenting its products, abusing its competitors and cheating its customers, resulting in terrible consequences for the computer business!

This is the defendant, Bill Gates, who basically agrees with Daffy Duck: "Consequences, shmonsequences, as long as I'm rich!" He is asking for a full apology from the U.S. Government for making him go outside!



Okay. I've read the complaint! Mr. Boies, tell me why this guy put the bug up your butt!

Using a series of predatory business tactics, Mr. Gates and Microsoft sought to eliminate Netscape —

Do you see a sign saying "Chinese spoken here"? I don't have time for this! Tell me what they did in 15 seconds or less! Hurry up, the meter's running!

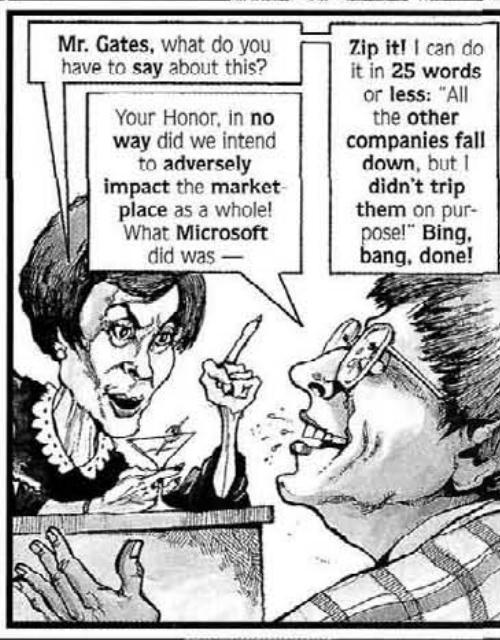
But, Your Honor, for me to truly explain Microsoft's dominance in the marketplace, I must —

Tick, tock, BUZZZZ! "Blah, blah, don't move, Netscape, this is a stick-up!" I get it!

Mr. Gates, what do you have to say about this?

Your Honor, in no way did we intend to adversely impact the market place as a whole! What Microsoft did was —

Zip it! I can do it in 25 words or less: "All the other companies fall down, but I didn't trip them on purpose!" Bing, bang, done!



Mr. Gates, I have hundreds of incriminating e-mails you sent or received, then tried to destroy!

Your Honor, he's taking these e-mails totally out of context!

Like this? "This antitrust lawsuit will blow over, and we'll go back to squeezing 'em dry in no time"?

Exactly! You see, there was a thunderstorm coming, and all the legal papers were next to an open window! I was afraid the wind would knock them into a puddle, and we'd have to wring out the pages!

But what about THIS e-mail you sent to AOL: "How much do we have to pay you to screw Netscape?"

Again, out of context! There was a little smiley face afterwards!

Well, how do you explain this: "If our illegal plan works, we will live to piss on the smoldering graves of Netscape scum! Microsoft will buy their assets at bankruptcy court, then we shall celebrate by taking also their women!"

Um... that one was a typo!

John 16:3

Your Honor, I think you need to look at those internal e-mails as a sort of "locker room bravado"!

Bill, baby, I bet the last time you were inside a locker room, the football team flushed your head in the toilet until you wet yourself!

Your Honor, Microsoft's only crime is success! When this company began in the 1970s, IBM was the big kahuna – but they were old, slow and overconfident! They failed to see the future in computing, and that's how we knocked them off! It's a little something called "vision"! We had it and IBM didn't!

Oh, you mean like how Microsoft totally missed the boat on the internet?

Hey! Microsoft did NOT screw up predicting the internet! The company's procedural plan was... uh, the idea of integrating our system with...er, e-commerce is a huge facet in our...ummm... I have a really big house!



Mr. Gates, you agreed that Windows 95 violated antitrust laws! But you went ahead and broke the same laws with Windows 98, claiming it was a new product! What's the legal difference between Windows 95 and Windows 98?

Three years! Hal Get It? Anyway, we didn't break any laws!

But you already admitted that you did!

Ohhh, THOSE anti-trust laws! Well, yeah, but our competitors have increased in value! So where's the harm?

You mean your defense is: "We didn't break the law, but if we did, it helped the competition"?!

You think THAT'S slick, wait 'til I explain how they make suckers pay TWICE for the same program just to get their bug-filled, mlsprogrammed crap to finally work, and call the second purchases "upgrades"!



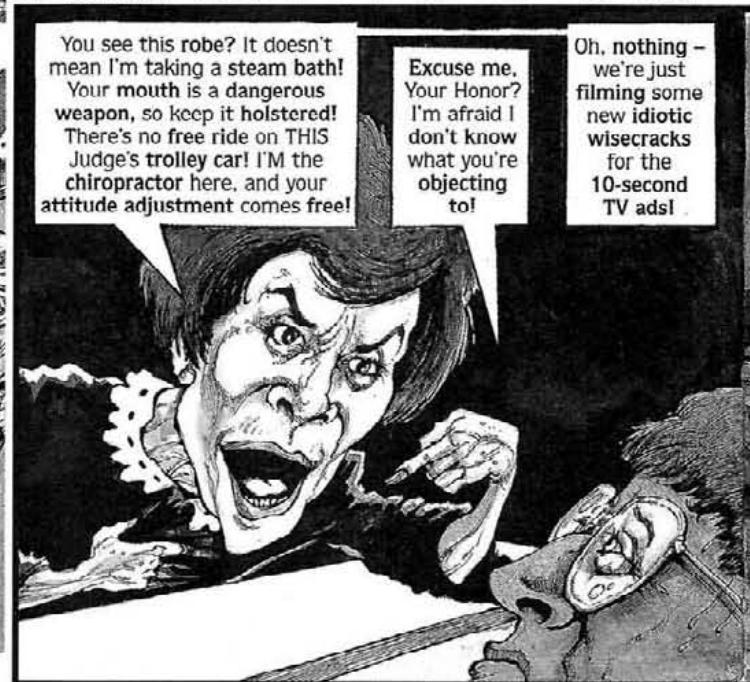
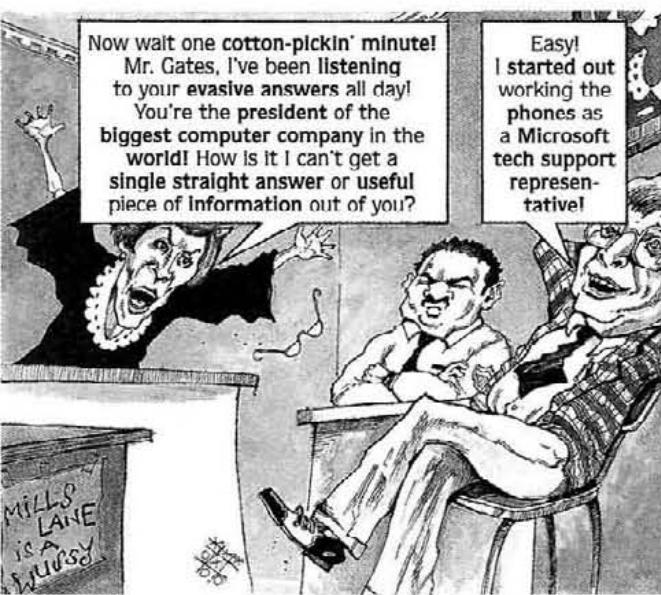
Now wait one cotton-pickin' minute! Mr. Gates, I've been listening to your evasive answers all day! You're the president of the biggest computer company in the world! How is it I can't get a single straight answer or useful piece of information out of you?

Easy! I started out working the phones as a Microsoft tech support representative!

You see this robe? It doesn't mean I'm taking a steam bath! Your mouth is a dangerous weapon, so keep it holstered! There's no free ride on THIS Judge's trolley car! I'M the chiropractor here, and your attitude adjustment comes free!

Excuse me, Your Honor? I'm afraid I don't know what you're objecting to!

Oh, nothing - we're just filming some new idiotic wisecracks for the 10-second TV ads!



Okay, so maybe Microsoft played a little rough, told a fib or two and broke every corporate law in North America!

Now we're getting somewhere! Confession is good for the soul, bunky!

But what matters is that they gave your husband Ed Koch's gig on *People's Court*!

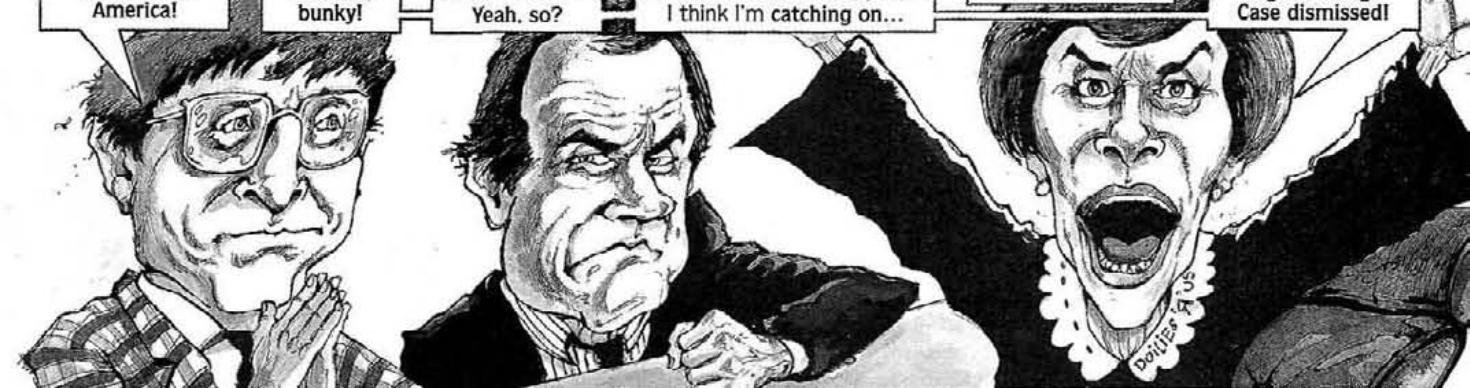
Yeah, so?

And Judge Mills Lane is doing well! As are Burton Katz, Joe Brown and Judge Wapner! That's a lot of competition! You might say they threaten your ratings monopoly!

I think I'm catching on...

I know the heads of every TV station in the country! A few calls, and by Monday, *Judge Judy* is the only court show on TV!

I usually go into chambers before rendering a decision! But not this time! Sometimes a monopoly IS a good thing! Case dismissed!



Where have all the fatties gone?
Svelte Oprah has shed sixty pounds. Rush Limbaugh is but
a shadow of his once flabby self. Ah, but one corpulent celeb remains -
The Today Show's Al Roker! So let us salute that heaviest of heavy weathermen with...

LIVIN' TO

Sung to the tune of
"LIVIN' LA VIDA LOCA"

He's in-to heav-y noshin' -
Shops at the fat man's store;
Just hear his belly sloshin' -
Cryin' out it still wants more!

Check out his gut re-action -
And he'll show you how it's done;
Six burps of sat-is-faction,
He's on-ly just begun!

All supermarkets cheer him
when he walks into the store -
The gro-cer-les he buys can feed a
fam-i-ly of four
Or a West Point Army Corps!

Sar-dines...turnip greens!
Livin' to feed Al Roker!
With baked hams...Smucker's jams!
Livin' to feed Al Roker!
Plus bleu cheese...black-eyed peas!
And pastrami right from the smoker!
Pigs-feet...Cream of Wheat!
Livin' to feed Al Roker!

He's Mis-ter Roly-Poly -
Eats spare-ribs by the rack;
Rigatoni with some guacamole
Makes for a tasty between-meal snack!

Don't leave him for a moment
when you're on a dinner date -
Returning, you'll discover that
you've suffered a sad fate!
He's now eating off your plate!

Smoked tongue...Egg Foo Yung!
Livin' to feed Al Roker!
With sau-tee'd marmalade!
Livin' to feed Al Roker!
Plus frog's legs...ostrich eggs!
And pastrami right from the smoker!
Crab cakes...Frosted Flakes!
Livin' to feed Al Roker!

Invite him for a weekend,
but be watchful and take care,
Or else come Monday morning
you will find to your despair
He's cleaned out your Frigidaire!

Stewed prunes...macaroons!
Livin' to feed Al Roker!
Plus plums, pears, French eclairs!
Livin' to feed Al Roker!
With peach pies...Wendy's fries!
And pastrami right from the smoker!
Hor-mel...Taco Bell!
Livin' to feed Al Roker!
Veal chops...fields of crops!
Livin' to feed to feed Al Roker!
With U-kraine cheap champagne!
Livin' to feed Al Roker!
Plus ox-tails...pails of snails!
And pastrami right from the smoker!
Good grief...sides of beef!
Livin' to feed Al Roker!

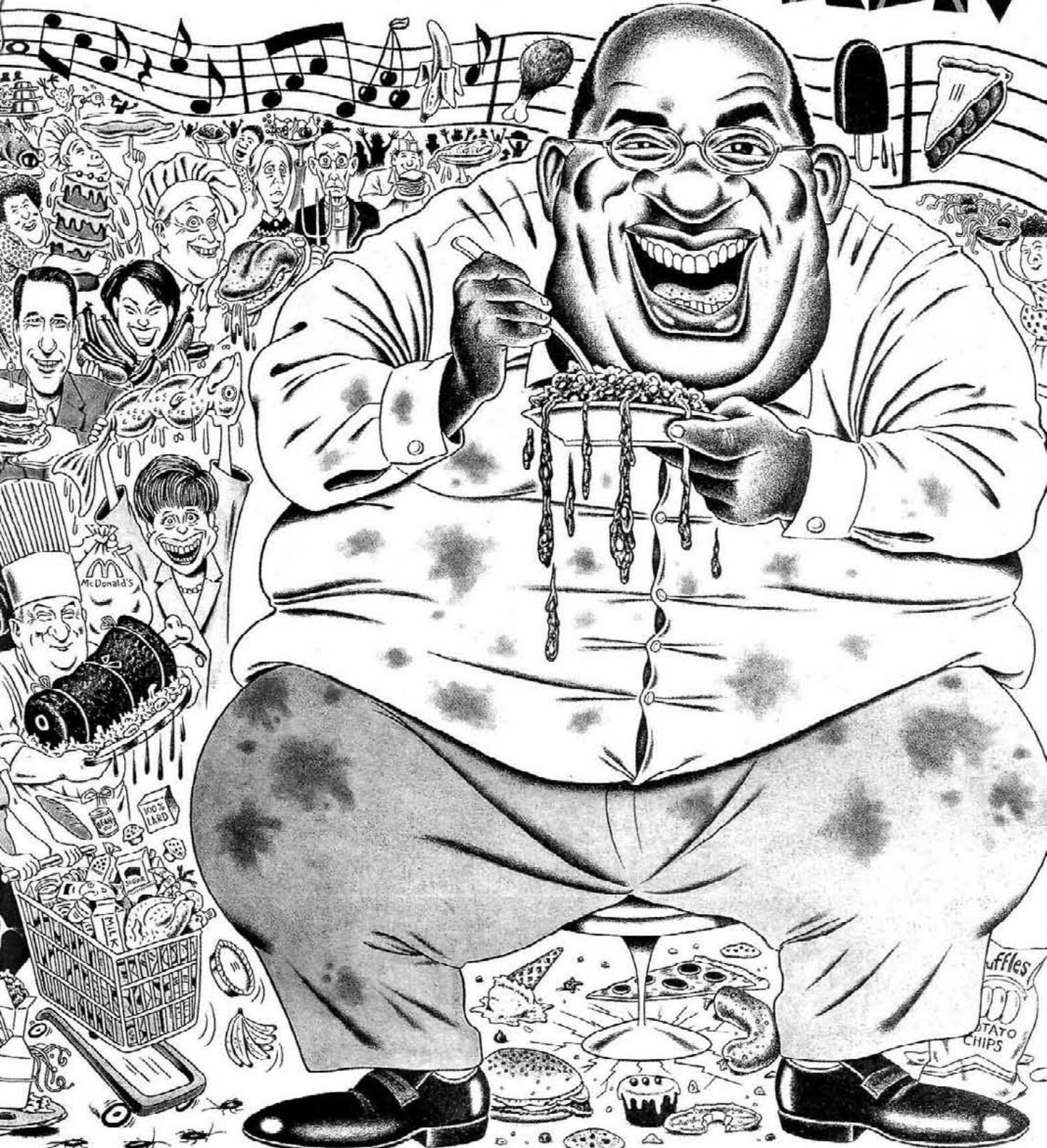
Livin' to feed Al Roker!
Helpin' to feed Al Roker!
That's how you feed Al Roker!



TULKA

TACO BELL

FEED AL ROKER



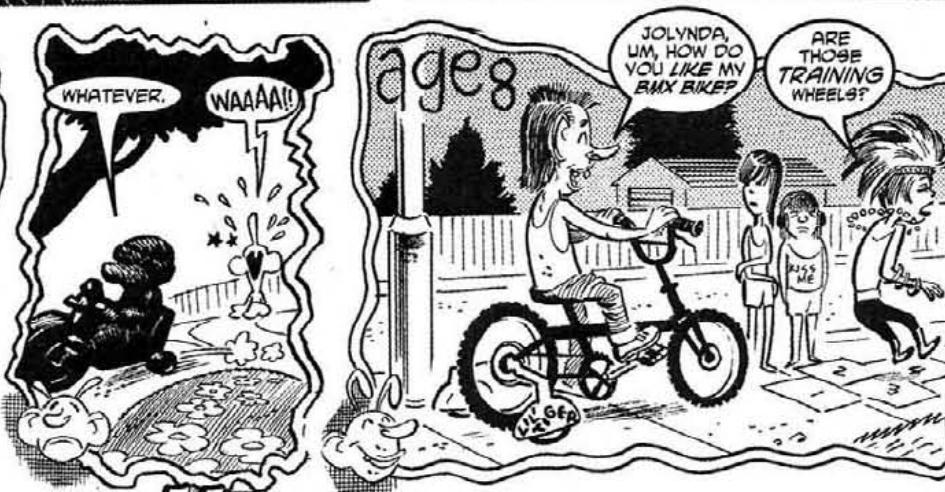
ARTIST: RICK TULKA

WRITER: FRANK JACOBS



ANGSTER'S PARADISE DEPT.

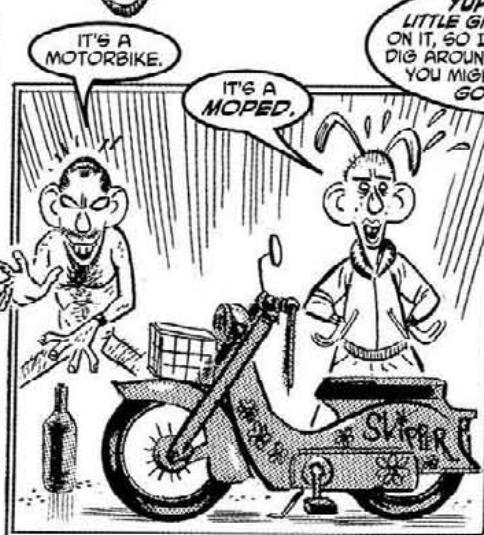
MONKEE and... THE

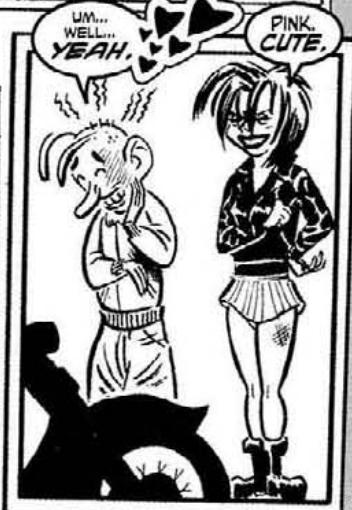
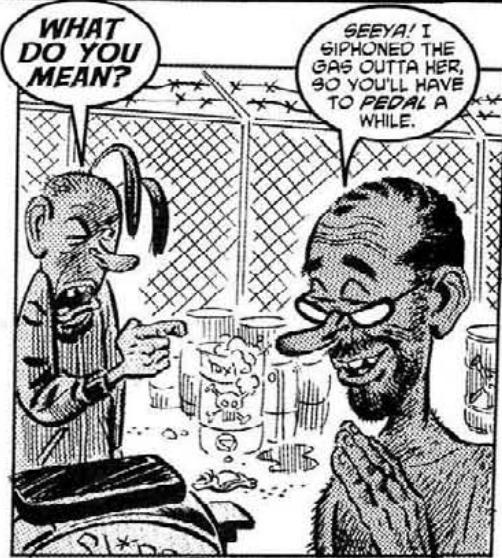


MOTORBIKE

Ah, the freedom of riding down the open road with your hog rumbling between your legs! It's all a wild ride until you become road stew!









FROM FAD TO WORSE DEPT.

THE MAD REPERTORY PLAYERS

This Issue's Production:

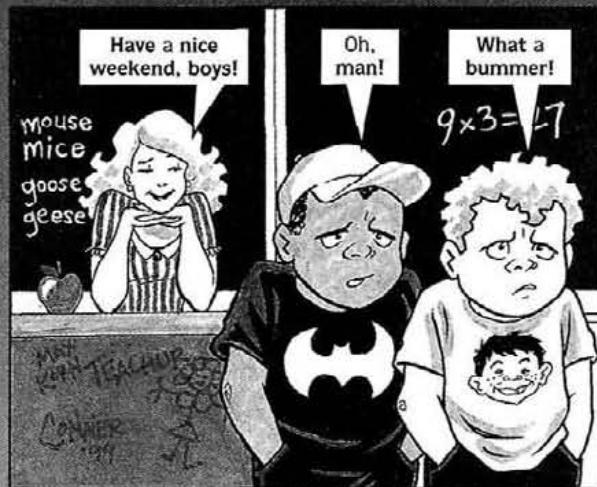
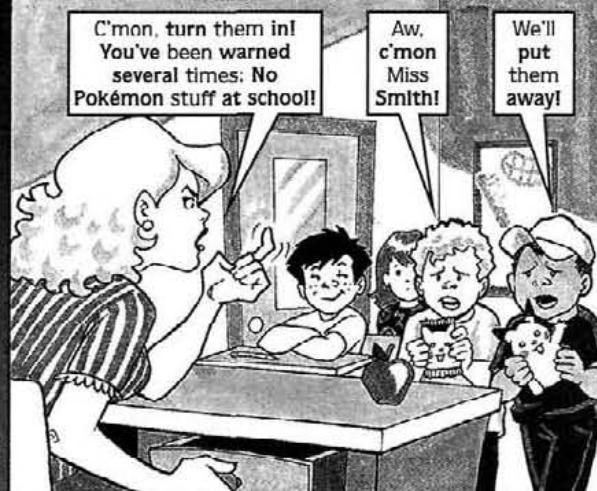
ACT I: Incident at the Toy Store



PRESENT MAD-STERPIECE THEATER

The Pokémon Playhouse

ACT II: The Classroom Confiscation





A MAN'S OHM IS HIS HASSLE DEPT.

What's more fun than buying a new home entertainment system? First, there's the unbridled joy of pathetically trying to save up enough dough to afford something other than two dixie cups attached to an AM radio. Then there's the absolute pleasure of poring over page after page of dull audiophile magazines trying to pick your dream set up! And nothing's better than haggling with a slimy electronics salesman who'd sell an exploding CD player to his own grandmother for the seven dollar commission! But finally, the deal is done, and you're home, ready to install your new system. All you have to do is follow the simple, easy-to-follow directions...



ARTISTS: TIMOTHY SHAMEY
& DENNIS WUNDERLIN
WRITER: DARREN JOHNSON

Mr. Movie™ Surround Sound Home Theater System Operating Instructions

Owner's Record

The model and serial numbers are located on the back of the unit. Record these numbers in the spaces below. When unit is stolen, use the additional spaces to record make and license number of thief's getaway car. Refer to these numbers when filing a police report.

Model No. _____
Car Make _____
Serial No. _____
License No. _____

This symbol indicates "dangerous voltage" within the product that presents a risk of electric shock and personal injury



This symbol indicates "overpriced accessories" which are not included with the product that present a risk of outraged shock and personal debt.



This symbol indicates "consumer reaction" to overpriced accessories.



Outline

CONGRATULATIONS! You are the owner of a Mr. Movie™ Surround Sound Home Theater System. If you expected to be the owner of a Suckmeister 2000 Vacuum Cleaner, please contact your appliance store because they have obviously made a terrible error. (Seek professional legal counsel to see if you qualify for our limited exchange policy.) Setting up your new home theater system is simple if you pay \$300 to hire an authorized Mr. Movie™ installation technician. Otherwise you'll spend weeks deciphering these poorly drawn diagrams and needlessly complex instructions.

Mr. Movie™ is a combination audio/video control center. It works as three separate components – receiver, tuner and surround sound decoder – yet costs as much as five separate components selling for thousands less! The unit incorporates two types of surround sound effects:

DULLBY SURROUND expands sound and creates special effects, including annoying conversations, loud-snack-munching and screaming toddlers – just like you hear at a real movie theater.

HALL SURROUND simulates the same headache-inducing echo and eardrum-damaging reverberation that are produced in concrete sports arenas doubling as concert halls.

Problem?

DO NOT RETURN UNIT TO THE STORE

For immediate help with installation, call our 24-hour info hotline: 1-900-555-BILK (just \$2.99/minute, Mon - Fri 3 A.M.-5 A.M., Mountain Time, Sat/Sun 10 A.M.-Noon Pacific Time).

Our Guarantee: A qualified Customer Service Representative will speak to you about purchasing additional products from us.

Precautions

1. Power-Cord Protection

A short power-supply cord is provided to reduce the risk of hanging one's self over frustration with these complicated step-by-step instructions.



2. Ventilation

Slots and openings in the unit housing are provided for ventilation and should never be blocked. They have also been specially engineered to allow dust and small objects to fall inside and cause permanent damage, requiring the purchase of a new unit.



3. Water and Moisture

Do not use this unit near water, for example, in a flooded basement, shark tank, carnival dunking booth, or while going through a car wash without a car.



4. Servicing

DO NOT REMOVE OUTER PANEL FROM UNIT! Only a service person should be allowed to see the industry-leading shoddy workmanship of Mr. Movie's internal parts.



5. Handy Tip

Do not throw away the carton and packing materials. They will be useful when transporting the system for inevitable and frequent repair work.

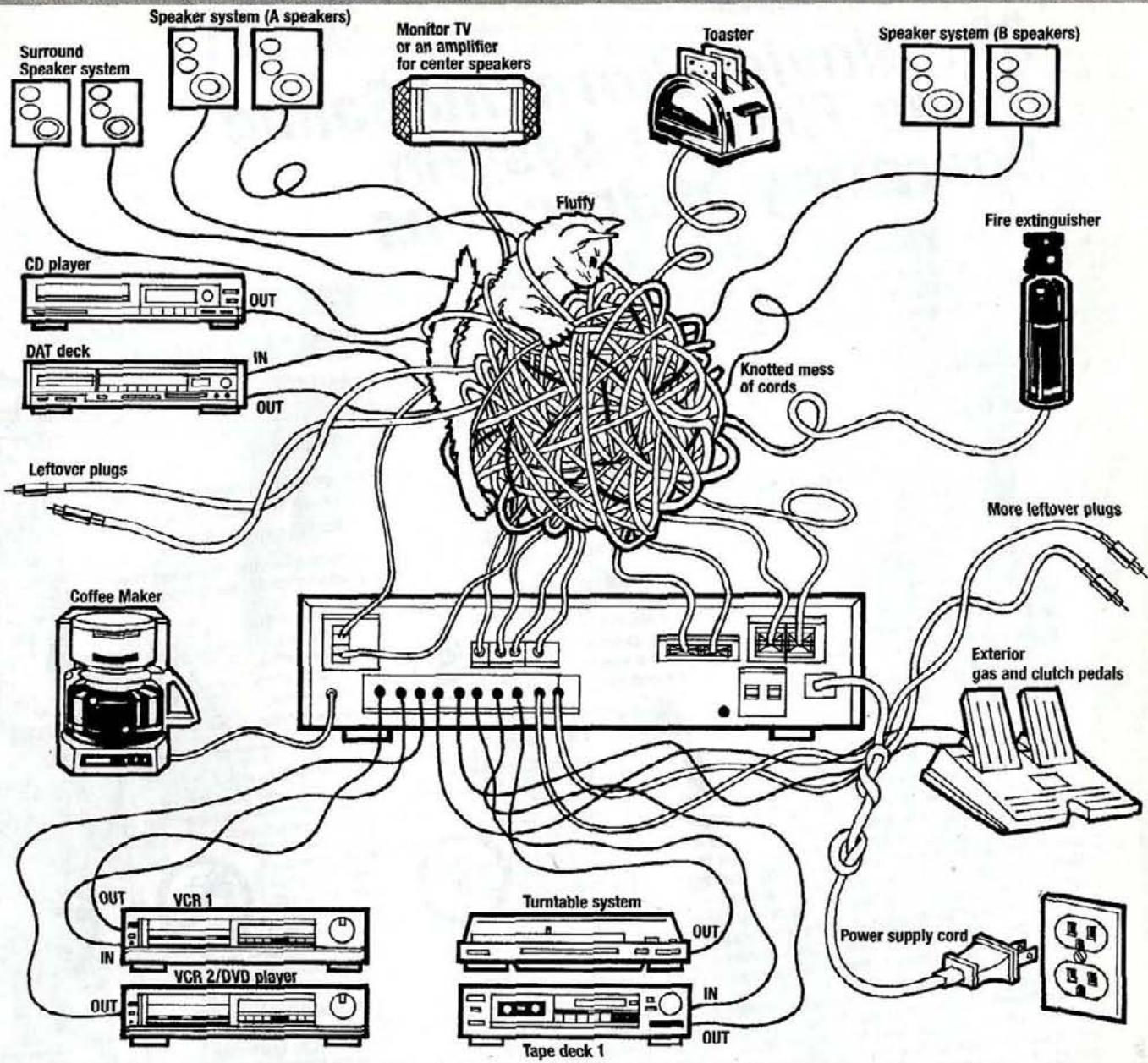


6. Child Alert

Do not allow children to use this unit or you will be stuck watching Disney videos over and over and over.

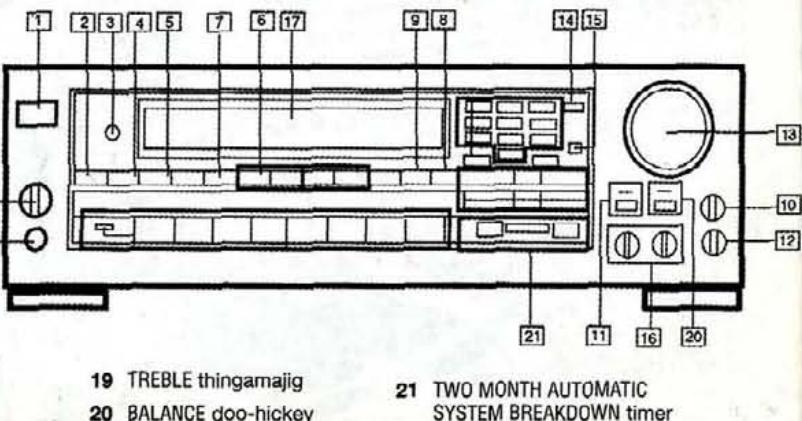


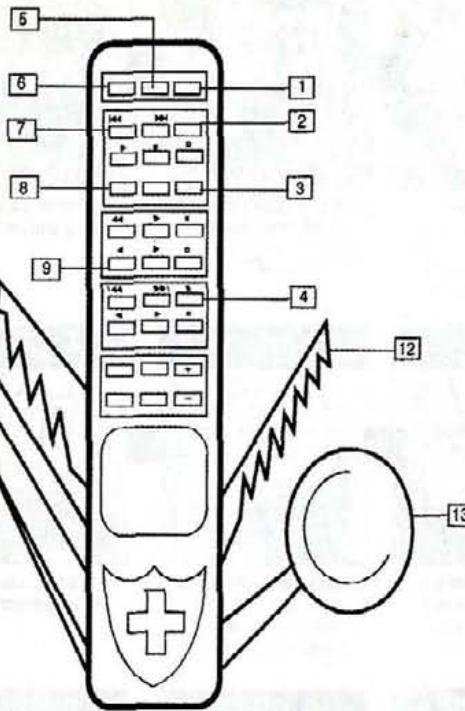
Connecting Audio Equipment To Mr. Movie™ Surround Sound Home Theater System



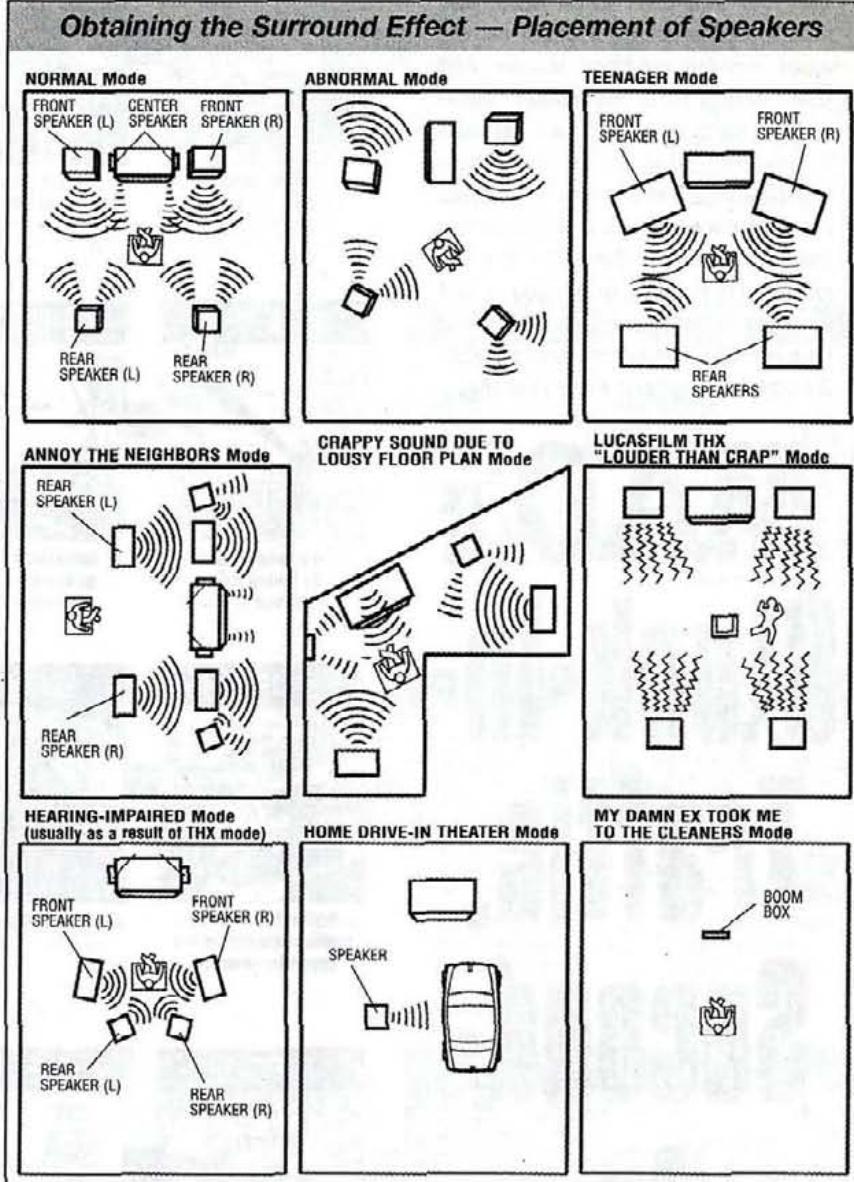
Mr. Movie™ Parts Identification

- 1 POWER switch
- 2 AUTOMATIC TAPE JAM button
- 3 PASSENGER SEAT EJECT button (optional)
- 4 SURROUND MODE selector (Dolby, Hall)
- 5 LAUNDRY MODE selector (Wash, Rinse, Spin)
- 6 ENHANCED BASS FEEDBACK indicator
- 7 VEEBLEFETZER
- 8 AIR BAG ON/OFF switch
- 9 PANIC button
- 10 RADIO STATION TUNIFICATION knob
- 11 BUTTON THAT DOESN'T SEEM TO DO ANYTHING
- 12 OIL PAN drain plug
- 13 VOLUMIDIFIER knob
- 14 SPEAKER HUM ACCELERATOR switch
- 15 SELF-DESTRUCT button
- 16 CIGARETTE LIGHTER
- 17 COOL-LOOKING (yet pointless) FLASHING LIGHT DISPLAY
- 18 HEADPHONE JACK





- 1 POWER ON/OFF switch
- 2 PHASER STUN/KILL button
- 3 VOLUME +/- buttons
- 4 VOLUME ÷/x buttons
- 5 BEARD/MUSTACHE TRIMMER
- 6 SOUND MUTE button
- 7 DEAF MUTE button
- 8 GARAGE DOOR opener
- 9 FISH scaler
- 10 PHILLIPS HEAD screwdriver
- 11 TOOTHPICK
- 12 THREE-INCH WOOD/BONE saw
- 13 MELON baller



Mr. Movie™ Troubleshooting Guide

PROBLEM	CAUSE	SOLUTION
Unit will not turn on	Unit is not connected to power-source	Plug unit in, moron!
Channel and volume change sporadically during program	Remote Control is under your ass	Remove Remote Control from under your ass
The bass sound lacks "punch" and the treble is "tinny"	Your speakers suck	Buy an expensive pair of our Mr. Movie Surround Sound™ Sound Speakers
There is an abrupt power loss	Failure to pay your sky-rocketing electric bill	Purchase a Mr. Movie Power Pal™ Gas-Powered Generator
Irritating hum is heard	You are mindlessly humming	Shut the hell up
Minimum payment on credit card is higher than rent	Suckered by obnoxious audio salesperson looking for a fat commission	Hock system, file for bankruptcy



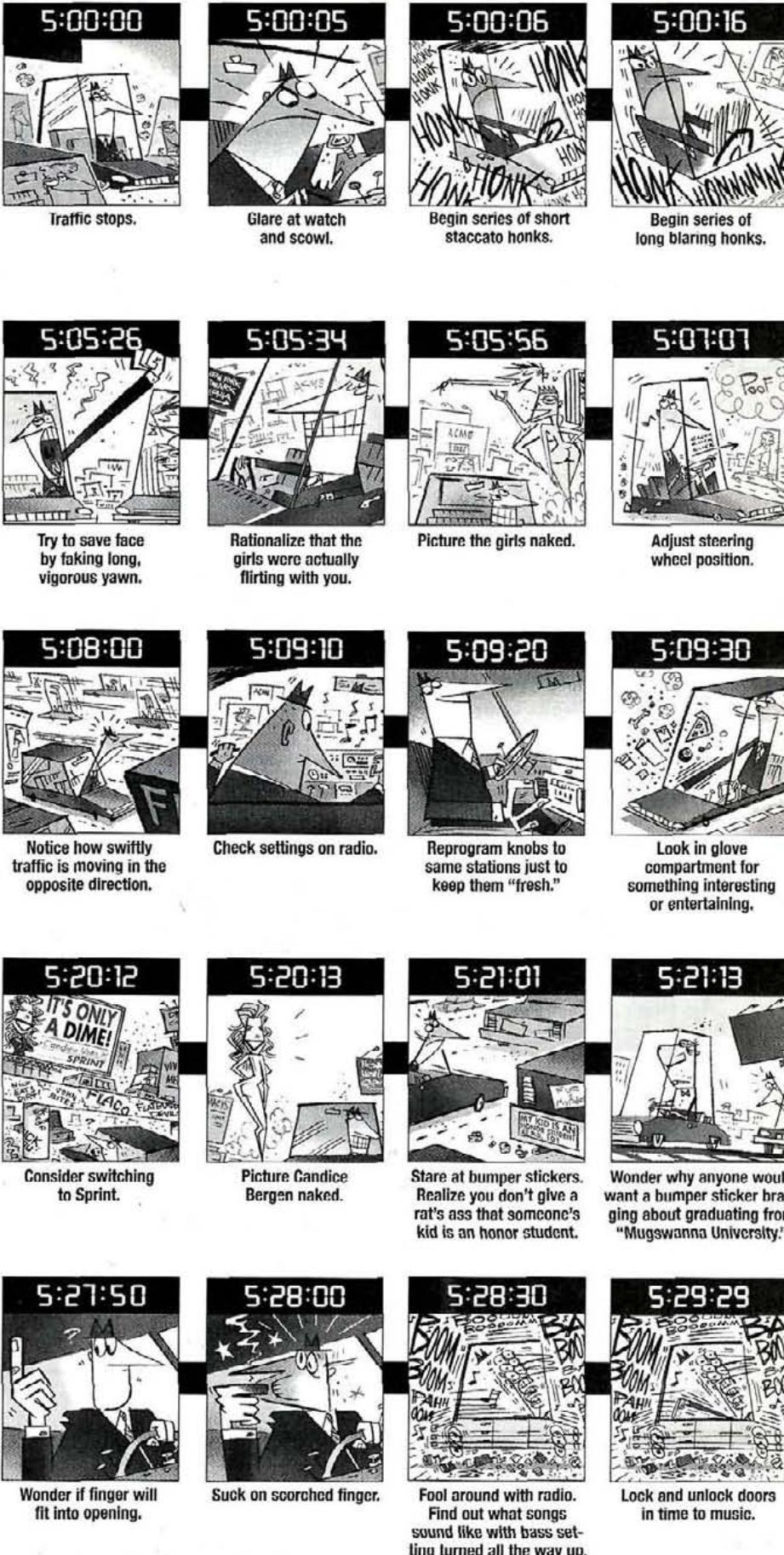
CARS AND EFFECT DEPT.

They say you can't avoid death and taxes. But it's not true! Death can be easily avoided by living forever. And jailed accountants everywhere agree that paying taxes is optional! The truth is, the only thing in life that's truly unavoidable is traffic — and the endless hours you spend stuck in traffic behind the wheel doing nothing! But are you really doing nothing, or are you in fact engaged in an ancient ritual enacted by car drivers since time immemorial? Decide for yourself after reading...

MAD's Stuck-In- Traffic, Second- By- Second Timetable

ARTIST: BOB STAAKE

WRITER: DAVE CROATTO





5:00:26



5:00:40



5:00:56



5:03:00



5:05:18



5:05:25



5:07:21



5:07:45



5:07:46



5:07:48



5:07:52



5:07:55



Decide that a map of Ohio, broken sunglasses and some mustard packets don't qualify as interesting or entertaining.

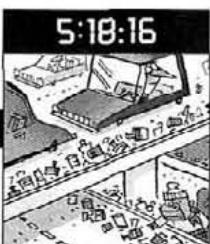
5:11:44



5:12:02



5:17:06



5:18:16



5:19:27



5:20:00



Contemplate the steamy story behind the "HOT-MAMMA" vanity plate on the car directly in front of you.

5:22:00



5:23:59



5:24:22



5:24:31



5:26:59



5:27:32



Burn out power locks.

5:32:40



5:32:41



5:32:50



5:34:55



5:34:56



5:35:00

37

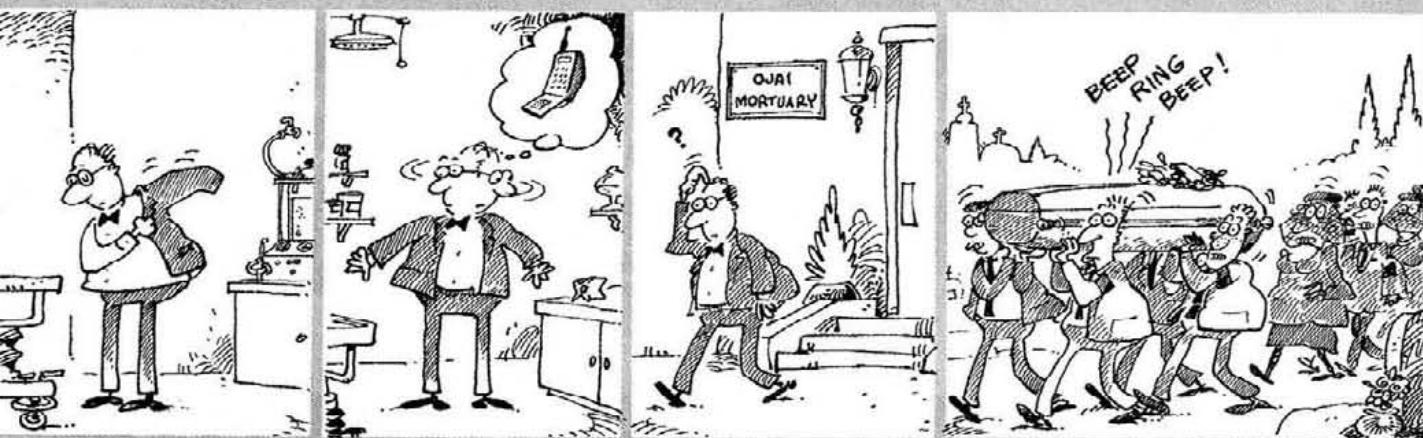
Think about what a moron you are.





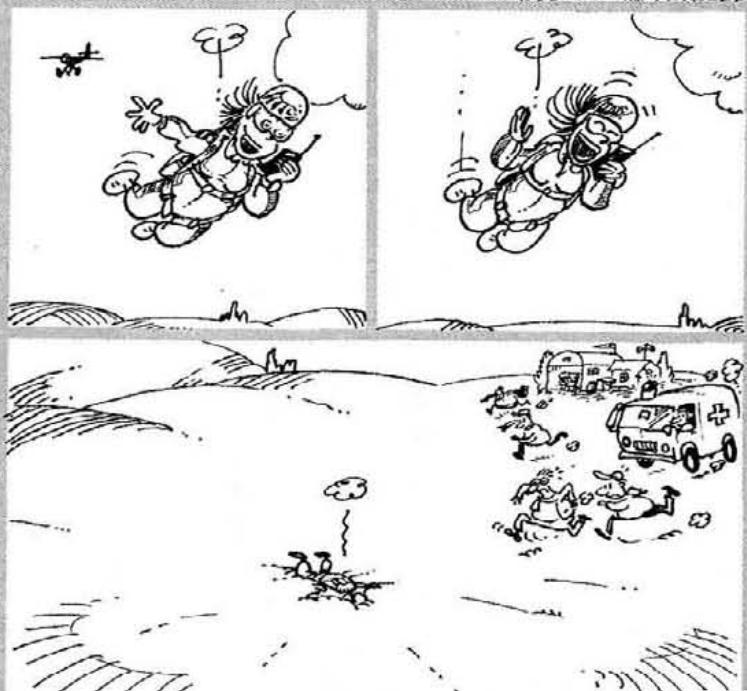
SERGE-IN GENERAL DEPT.

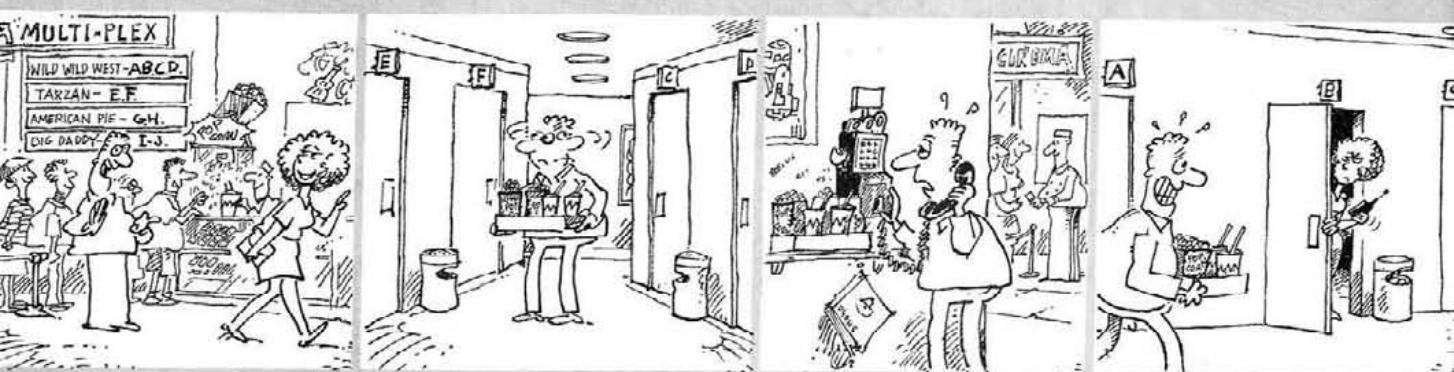
MAD



PHONES

ARTIST AND WRITER: SERGIO ARAGONES







BERG'S EYE VIEW DEPT.



APPRECIATION

ARTIST AND WRITER: DAVE BERG



DRIVING



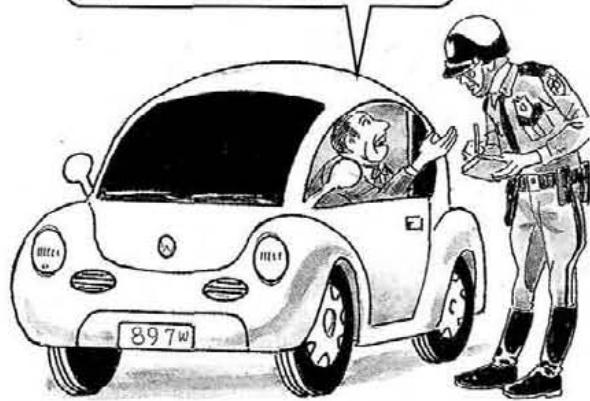
JUSTICE

In view of the magnitude of your villainous deeds, I sentence you to 50 years in the state penitentiary!

That's a tough sentence, Your Honor! Considering how things are today, I won't be free on parole for about two years!



I left my glasses at home! I'm nearly blind without them! If I can barely see the road, how am I supposed to read the speedometer?



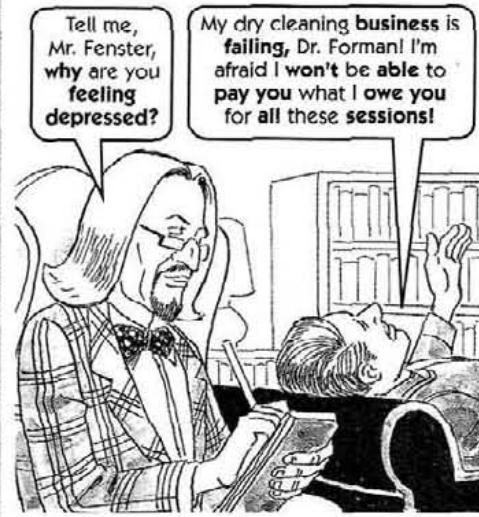
AWARENESS



RELATIONSHIPS



THERAPY



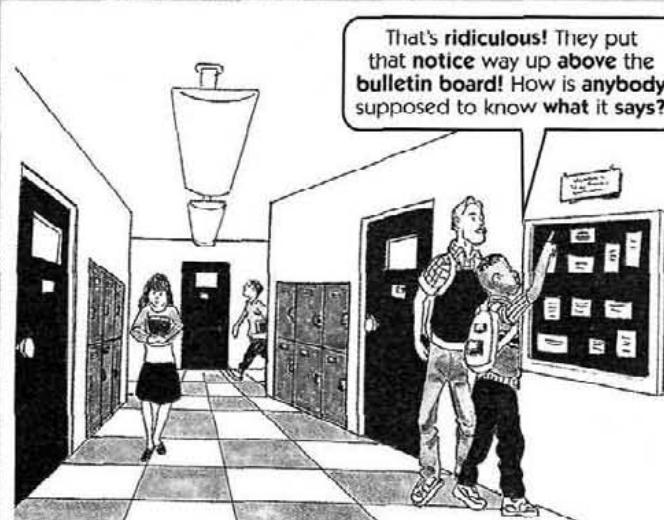
THE COST OF LIVING



ACTIVISTS



HEIGHT



MODERN DINING



TELEVISION



THE OFFICE



ACHIEVEMENT



DOCTORS





ECCH BABY! DEPT.

A MAD PEEK BEHIND THE SCENES AT THE MAKING OF

AUSTIN POWERS THE SPY WHO SHAGGED ME

In this sequel,
Mike Myers plays
Austin Powers, Dr.
Evil AND Fat Bastard!

I guess it
really shows
his talent!

You said it! His talent
for business! Playing
three parts means
getting three salaries!

I think Mike Myers
does the worst
impression of a
James Bond
character ever!

Obviously,
you've
never seen
Pierce
Brosnan!

Is that
Mike Myers'
real chest
hair?!

No, but the
amazing thing
is, those are
his real teeth!

This movie used
every known
euphemism for
male genitalia!

All but
one!
"Adam
Sandler"!

Does this make
you horny, baby?
Just turn the
page for more!

I'm concerned about this part of the script, Mike! Do you realize there are four scatological jokes in three minutes?

Oh, that's an old draft of the script! I've already taken care of that! The revised version has SIX scatological jokes in three minutes!

Mike, you are a comedy genius!

Elizabeth Hurley was in the original *Austin Powers*, so how come Mike Myers hired Heather Graham for the sequel?!

If you were married and had the chance to romp around naked with someone new and call it "business," wouldn't you?!

MIKE MYERS

Buffy

I think Rob Lowe does an incredible impression of a young Robert Wagner!

I agree! But the guy playing the old Robert Wagner sucks!

I think Dr. Evil and Mini-Me is the oddest pairing I've ever seen!

Wait till you see the scene with Burt Bachrach and Elvis Costello!

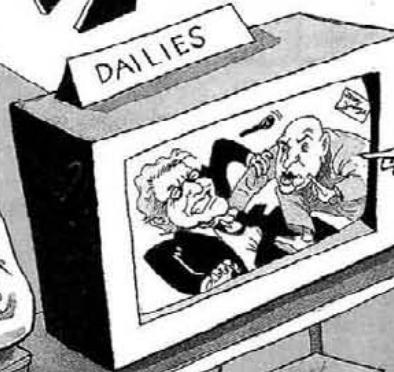
I have to get in bed with that thing and make love to it!

My God, how do you prepare for something like that?!

I pretend I have to choose between making love to him or a couple of lawyers!

Jerry Springer must have rehearsed a lot to make this fake fight scene look so realistic!

Actually, he didn't rehearse at all! He's staged so many fake fights for his TV show, faking one for the big screen is no problem!



Do you have the precise order of how you want these scenes to run?!

On this film it doesn't matter! Just splice strips of film together and stop when you hit 90 minutes!

This prop really does work!

Check the instruction book again! And pay close attention to the picture of what part of the anatomy it's used for!



PROPS
(AND
MERCHANDISING
TIE-INS)

AUSTIN'S
BAG
(BABY)

MILK

FAT
BASTARD
STOOL
SAMPLE



I'm sorry, but I don't know who you are! Now please get off the lot!

Mike Myers must get a lot of strangers pestering him!

He does! Unfortunately, that man was Dana Carvey!

TORONTO
MILLE
ISAFS



I'M
WORTHY!

WAYNE'S
WORLD
III



MAD's CELEBRITY CAUSE-OF-DEATH BETTING ODDS

Our team of crack oddsmakers gives you the latest Vegas line on how one of today's biggest stars will spend his last *tonight* on earth!

THIS MONTH'S FUTURE LATE LATE NIGHT TALK SHOW HOST TO BE:

JAY LENO

CAUSE OF DEATH

ODDS

Ruptures spleen laughing hysterically at own jokes

2:1

Terminal brown nose from constant celebrity ass-kissing

5:1

Impaled by his own jaw during WCW Piledriver

20:1

Finally cornered by knife-wielding O.J. still pissed over all the jokes

50:1

Overzealous back slap from Johnny Carson for doing such a great job replacing him

7,875,309:1



**WHAT ONGOING
DANGER IN
AMERICA
THREATENS OUR
STUDENTS'
FUTURES?**

HERE WE GO WITH ANOTHER RIDICULOUS
MAD FOLD-IN

Being a student has never been easy. Outside influences and pressures can cause all sorts of problems. But there is one particular danger that can scar them for the rest of their lives. To find out what this horrible threat is, fold page in as shown.



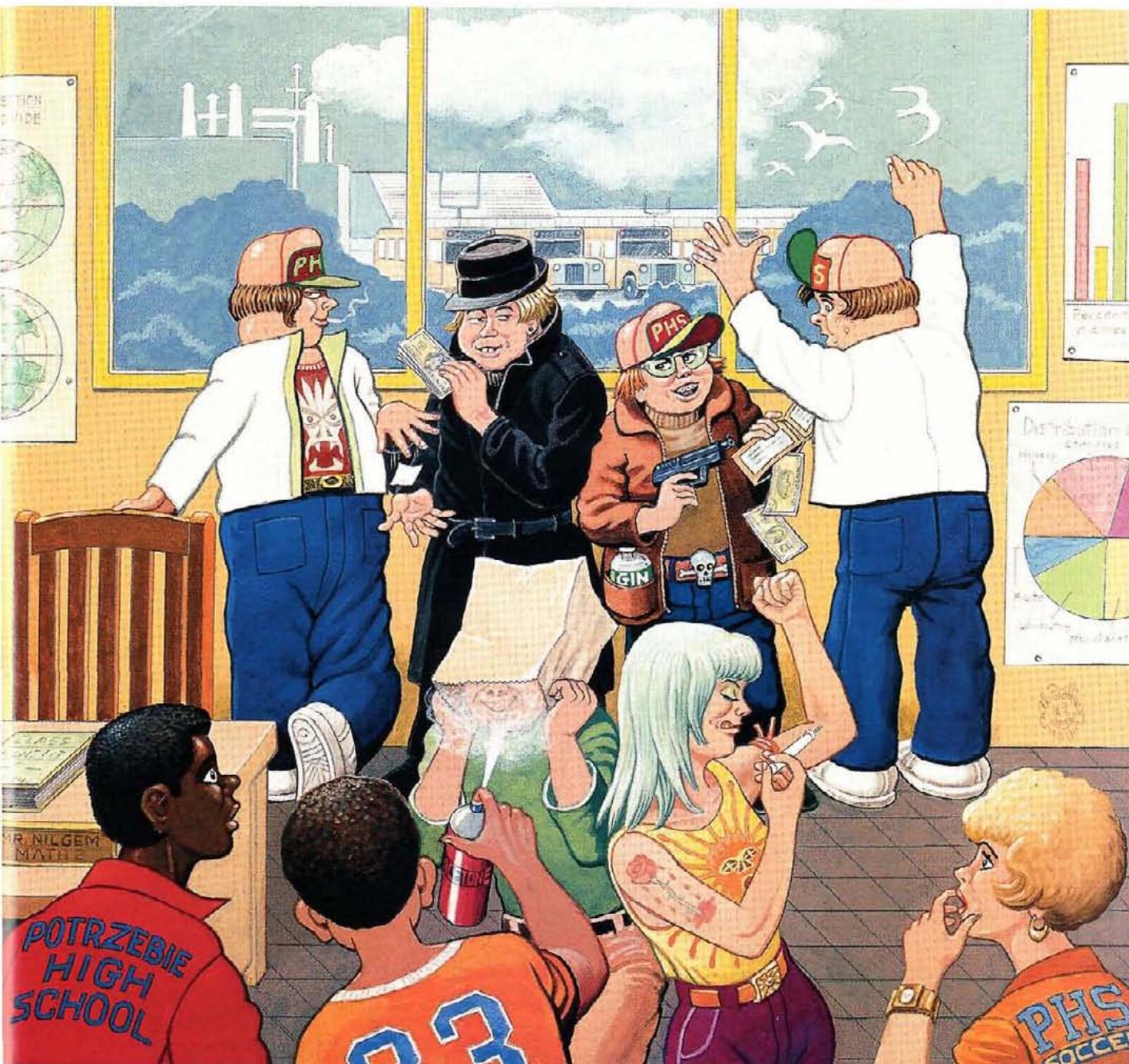
FOLD PAGE OVER LIKE THIS!

A

FOLD THIS SECTION OVER LEFT

B

FOLD BACK SO THAT "A" MEETS "B"



UNQUESTIONABLY, SCHOOLS CAN BE SCARY. LOTS OF LAME ALIBIS ARE GIVEN BY OFFICIALS. PARENTS WHO, TERRIFIED TERRIBLE THINGS WILL HAPPEN, GET LABELED AS BELLYACHERS WHEN THEY COMPLAIN AND DEMAND MORE SECURITY

A

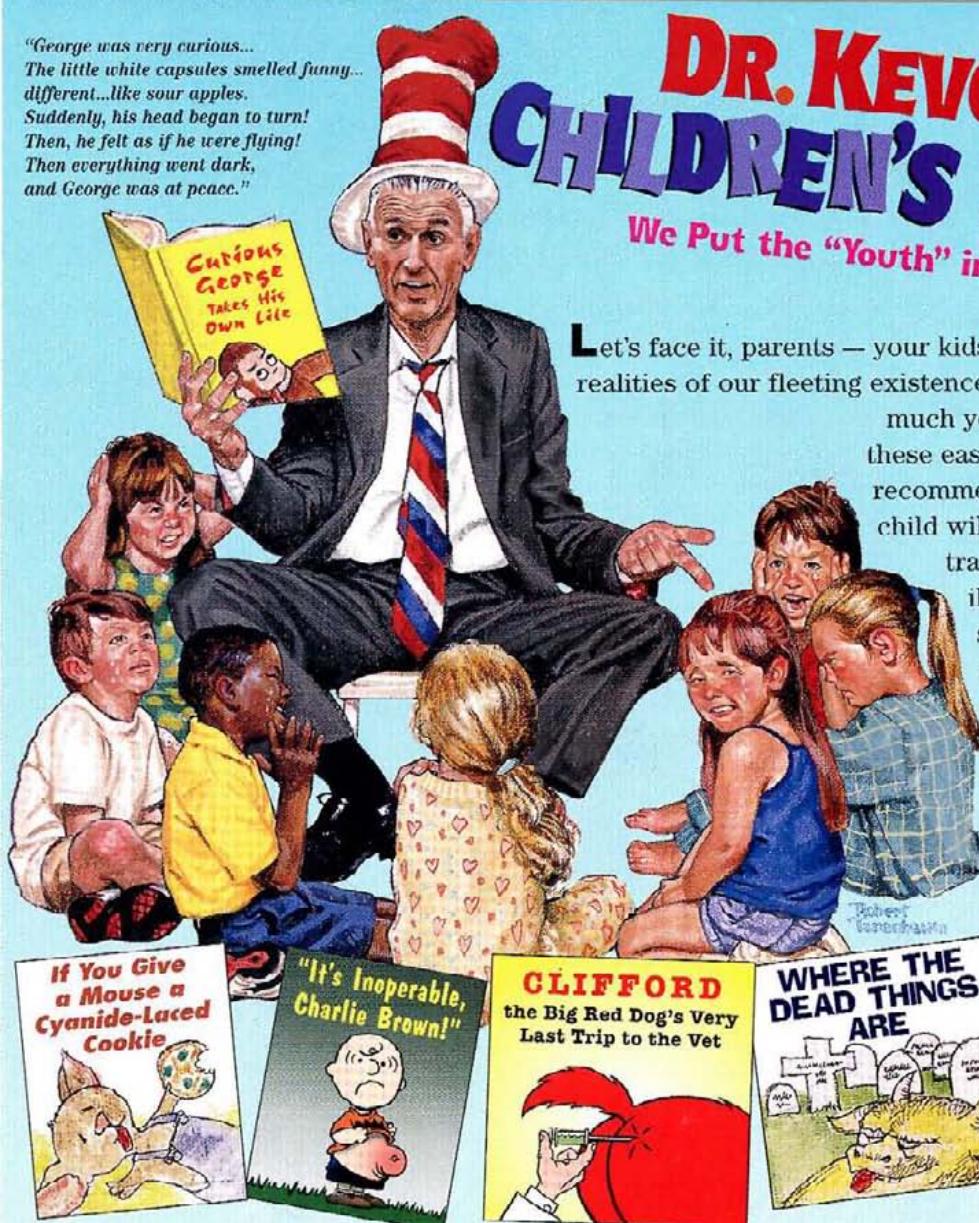
ARTIST AND WRITER: AL JAFFEE

B

"George was very curious...
The little white capsules smelled funny...
different...like sour apples.
Suddenly, his head began to turn!
Then, he felt as if he were flying!
Then everything went dark,
and George was at peace."

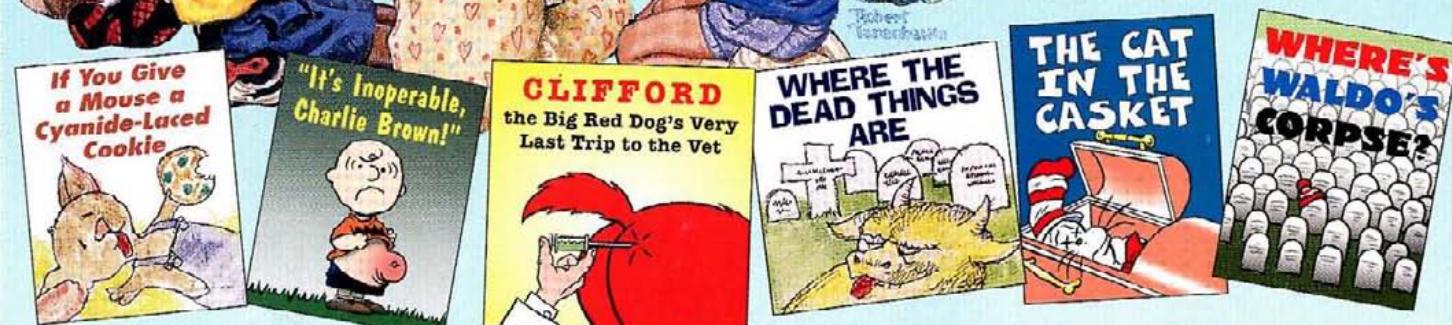
DR. KEVORKIAN'S CHILDREN'S BOOK CLUB

We Put the "Youth" in "Euthanasia"!



Let's face it, parents — your kids are going to learn about the harsh realities of our fleeting existence sooner or later, no matter how much you try to protect them. But with these easy-to-read books personally recommended by "Dr. Death" himself, your child will learn all about severely traumatizing subjects like terminal illness, prolonged bed-ridden suffering and doctor-assisted suicide in a fun, lighthearted way!

JOIN TODAY!
Because after all, childhood can't last forever.



Order now, and TAKE 5 BOOKS FOR ONLY \$1!

Choose any of the following titles from Dr. K's personal library:

<input type="checkbox"/> Goodnight Forever, Moon	<input type="checkbox"/> 101 Dalmations Are Put to Sleep	<input type="checkbox"/> A Collection of Kids' Suicide Notes to Santa	<input type="checkbox"/> The Indian in the Cupboard Drinks Drano	<input type="checkbox"/> The Five Chinese Brothers and the Group Suicide Pact
<input type="checkbox"/> Green Eggs and Hemlock	<input type="checkbox"/> Mr. Wizard's Build Your Own Suicide Machine from Neat Stuff Found Around the House	<input type="checkbox"/> James and the Giant Tumor	<input type="checkbox"/> My Little Pony and the Glue Factory	<input type="checkbox"/> If You Give a Pig a Cyanide-Laced Pancake
<input type="checkbox"/> Fox in Pine Box	<input type="checkbox"/> The Berenstain Bears Lose the Will to Live	<input type="checkbox"/> Yertle the Turtle Gets Flushed Away!	<input type="checkbox"/> Junior Kroll Buys the Farm	
<input type="checkbox"/> Madeline Takes the Gas Pipe	<input type="checkbox"/> Dr. Kevorkian's "Right-to-Die" Coloring & Activity Book			
<input type="checkbox"/> The Hardy Boys Take Dad Off Life Support				
<input type="checkbox"/> The Little Engine That Couldn't Take It Anymore!				

YES! I believe it's never too early to make my children morose. Please enroll me in Dr. Kevorkian's Children's Book Club according to the risk-free membership plan. Send me the 5 BOOKS I've indicated and bill me just \$1*

Name _____

Address _____

City _____ State _____ Zip _____

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EXTRA BONUS

Order now and receive
your choice of Dr. Kevorkian's
365 Reasons to Commit Suicide
Page-a-Day Calendar or
Dr. Kevorkian's Guide to
Overdosing on Over-the-Counter
Medications in Chewable
Kids Tablets as our gift!
(Offer not valid in Michigan
or non-"Right-to-Die" states.)

* Plus \$275 shipping and handling. All proceeds will be forwarded to the Dr. Jack Kevorkian Legal Defense Fund.

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